

**RESEARCH PAPER**

Constraints in utilization of social media by PG students of SKRAU and RAJUVAS, Bikaner and invite suggestions to overcome the constraints

Vikash Kumar Meena*, Salman Khan¹, Shankar Lal Kumawat² and Meenakshi Jhakar³
Department of Extension Education, Maharana Pratap University of Agriculture and Technology, Udaipur
(Rajasthan) India (Email: vmmeena543@gmail.com)

Abstract : Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform. 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 statistical parameters and lead to following results : Constraints faced by postgraduate students in using social media. The overall data revealed that the “technical constraints” was perceived as most important constraint by the master level students and perceived as most important constraint by the Ph.D. students which were rank first. Last category observed the majority of specific problems faced by the students were “Time spending” got overall rank 1st with master level and Ph.D. students. All the given suggestions by the students were calculated by mean per cent score and assigned ranks accordingly. Revealed that “Students may be educated to use social media for academic communication” as suggested by the majority of the master level students were rank first and “More research work is required on use of social media for academic use by students” by the overall Ph.D. students were rank.

Key Words : Social media, SKRAU, RAJUVAS, Master level students, Ph.D. level

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INTRODUCTION

Social media are interactive computer-mediated

technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via networks.

***Author for correspondence:**

¹Department of Horticulture, Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan) India

²Department of Fruit Science, Junagarh Agriculture University, Junagarh (Gujrat) India

³Department of Extension Education, Sri Karan Narendra Agriculture University, Jobner (Rajasthan) (Email: Kumawatshakar1a516@gmail.com)

Social media has tremendous potential to support interactive learning where healthy interactions related to the academics among the peer groups and teachers can take place. Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform. They use social media for various purposes like entertainment, information, education and communication had greatly enhanced with the advent of web 2.0 technologies.

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. It will investigate which of the social networking sites and applications is more popular among the students for educational purpose and measure its extent of usage.

MATERIAL AND METHODS

The study was undertaken in the constituent campus colleges of Swami Keshwanand Rajasthan Agricultural University, Bikaner (SKRAU) and Rajasthan University of Veterinary and Animal Sciences, Bikaner (RAJUVAS). There are five colleges under SKRAU, Bikaner running master and Ph.D. Programmes, out of them three colleges situated in main campuses Bikaner (COA, CCS and IABM, Bikaner) were selected purposely for the present study. Likewise, one college of RAJUVAS, Bikaner (CVAS, Bikaner) was also selected. A total number of 257 and 120, master level and Ph.D. level students were registered in the SKRAU

and RAJUVAS at Bikaner campus, respectively. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total number of 160 respondents (109 master level and 51 Ph.D. level) were selected by applying proportionate random sampling method, this way 127 respondents from SKRAU and 33 respondents from RAJUVAS were selected. The constraints which were faced by the students in daily life were selected for the study these constraints were categorized in 5 categories *viz.* economical, technical, operational, educational and socio-psychological also calculate the invited suggestion who suggest by the students. Data thus, collected were compiled, classified and presented in tabulated form to make it easier to interpret. Keeping in view the objectives of the research, the data were analysed using various statistical tools.

RESULTS AND DISCUSSION

The experimental findings obtained from the present study have been discussed in following heads :

Constraints in utilization of social media by postgraduate students and invite suggestions to overcome the constraints:

In present study, the term constraints mean something that control or limit what you can do when you using social media. These constraints were categorized in 5 categories *viz.* economical, technical, operational, educational and socio-psychological.

Table 1 : Constraints faced by postgraduate students in using social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Technical constraints	78.79	69.44	68.75	66.67	67.83	70.83	72.35	70.45	71.93	68.85
		I	I	III	III	III	III	II	II	I	II
2.	Economic constraints	69.89	63.43	70.00	69.33	65.33	65.00	66.06	69.09	67.82	66.711
		II	I	I	I	I	II	I	I	III	III
3.	Operational constraints	70.71	66.67	71.67	68.00	70.93	73.33	71.82	69.70	71.28	69.42
		IV	II	II	II	II	I	III	III	II	I
4.	Socio psychological constraints	73.23	61.11	61.11	58.89	61.67	59.72	60.35	63.64	64.09	60.84
		III	III	IV	IV	IV	IV	IV	IV	IV	IV
5.	Educational constraints	63.33	55.56	58.33	57.29	58.56	56.94	62.63	62.63	60.71	58.10
		V	IV	V	V	V	V	V	V	V	V

This table indicates the mean per score

Constraints faced by postgraduate students in using social media:

An observed data presented in Table 1 shows that the “Technical constraints” with MPS 71.93 and 68.85 was perceived as most important constraint by the master level students, ranked first and ranked second by the Ph.D. level students. The next important constraints faced by master level students were “Operational constraints” with MPS 71.28 and ranked second and most important constraint faced by the Ph.D. level students with MPS 69.42 which were ranked first. It is further noted that the last constraints face by the master level and Ph.D. level students were “educational constraints” with MPS 60.71 and 58.10, respectively.

College wise major constraints faced by students of COA, Bikaner and IABM, Bikaner or CVAS, Bikaner *i.e.*, technical constraints, operational constraints and economical constrains. Educational constraints were reported as least important by the overall students of all the four colleges.

Aspect wise constraints faced by the postgraduate students in use of social media :

For observing the constraints faced by the respondents when using social media, 26 mostly occurred constraints were listed in all the five categories as economical, technical, operational, educational and socio-psychological. All aspects were converted into MPS and observe ranks accordingly.

Technical constraints faced by the postgraduate students in use of social media:

An observed data presented in Table 2 shows that the first section of technical constraints in which

“computer is frequently infected with viruses” stands at first rank with MPS 76.47 among master level students and “Slow speed for internet access” stands first rank with MPS 71.68 among Ph.D. level students. “Irregular power supply” and “Server breakdown creates problem in internet access” are least constraints faced by the overall master level and Ph.D. students and gets rank 3rd and 4th.

COA, CCS, IABM, Bikaner and CVAS, Bikaner master level students shows problem “computer is frequently infected with viruses” ranked first and it’s also ranked first among the Ph.D. level students of the CCS, IABM, and CVAS, Bikaner likewise in COA, Bikaner “Irregular power supply” observed first rank with MPS 77.78. “Slow speed for internet access” also stand ranked first among the Ph.D. level students of CCS, Bikaner, IABM, Bikaner and CVAS, Bikaner, respectively.

Similar findings were reported by Lalnunpuii and Verma (2016), Savitha and Geetha (2016), Dey and Parabhoi (2017), Brahma and Verma (2018), Honhaga (2018) and Kanchakkanavar (2018).

Economic constraints faced by the postgraduate students in use of social media:

The second section of the Table 3 indicates the economic constraint faced by the master level students and Ph.D. level students in use of social media. In this section “unwanted charges on downloading of papers and articles” with MPS 80.35 and 78.65 was rank first among overall master level and Ph.D. level students.

Further analysis of table clearly shows that “high cost of maintenance of electronic devices” with MPS 62.77 and 65.40 and “high charges of cyber café” with

Table 2 : Technical constraints faced by the postgraduate students in use of social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Irregular power supply	77.78 III	77.78 I	66.67 II	60.00 II	62.00 III	66.67 II	68.18 III	69.70 II	68.66 III	68.54 III
2.	Slow speed for internet access	78.79 II	65.66 III	66.67 II	73.33 I	74.67 II	75.00 I	75.76 I	72.73 I	73.97 II	71.68 I
3.	Server breakdown creates problem in internet access	75.76 IV	70.71 II	66.67 II	60.00 II	59.33 IV	66.67 II	72.73 II	66.67 III	68.62 IV	66.01 IV
4.	computer is frequently infected with viruses	82.83 I	63.64 IV	75.00 I	73.33 I	75.33 I	75.00 I	72.73 II	72.73 I	76.47 I	71.17 II

This table indicates the mean per score

MPS 42.81 and 47.49, these constraints were ranked, fourth and fifth, respectively by the master level and Ph.D. level students. The added reasons due to majority of students were from medium family income, they don't afford the high charges.

A separate analysis of data shows that "unwanted charges on downloading of papers and articles" was assigned first rank in COA, CCS and IABM, Bikaner had assigned rank second in CVAS, Bikaner by master

level students and the IABM and CVAS, Bikaner master level students "unbearable data pack charges" give ranked first. The added reason was majority of students belonged to medium family income group, so they may not able to pay charges for downloading papers, articles and data packs. The least significant problems faced by overall students were "High charges of cyber café" which were counted at last rank by the students, respectively.

Table 3: Economic constraints faced by the postgraduate students in use of social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)											
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level										
1.	High cost of computer	78.79	II	78.79	II	75.00	II	73.33	II	74.67	II	66.67	II	78.79	II	78.79	II	76.81	II	74.39	III
2.	Unbearable data pack charges	75.76	III	75.76	III	75.00	II	73.33	II	76.00	I	75.00	I	78.79	I	84.85	I	76.39	III	77.23	II
3.	High cost of maintenance of electronic devices	67.68	IV	67.68	IV	66.67	III	66.67	III	60.67	III	66.67	II	56.06	III	60.61	III	62.77	IV	65.40	IV
4.	High charges of cyber café	46.46	V	46.46	V	41.47	IV	53.33	IV	40.67	IV	41.67	III	42.48	IV	48.48	IV	42.81	V	47.49	V
5.	Unwanted charges on downloading of papers and articles	80.81	I	80.81	I	91.67	I	80.00	I	74.67	II	75.00	I	74.24	II	78.79	II	80.35	I	78.65	I

This table indicates the mean per score

Table 4 : Operational constraints faced by the postgraduate students in use of social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)											
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level										
1.	Lack of knowledge about hardware, software and internet explore	69.70	IV	69.70	IV	66.67	III	73.33	I	70.67	IV	66.67	III	71.21	III	66.67	III	69.56	IV	69.09	III
2.	Lack of knowledge about availability of paid and unpaid sites	57.58	V	57.58	V	66.67	III	73.33	I	62.00	V	66.67	III	68.18	V	60.61	V	63.61	V	64.55	V
3.	Overload of information on internet	73.742	II	73.74	II	75.00	I	60.00	II	72.00	III	66.67	III	74.24	I	72.73	II	73.74	II	68.28	IV
4.	Difficult to find relevant information	80.81	I	80.81	I	75.00	I	60.00	II	76.00	I	75.00	II	72.73	II	72.73	II	76.13	I	72.13	II
5.	Restriction on some websites for students to upload and download study material /research papers	71.72	III	71.72	III	75.00	I	73.33	I	74.00	II	91.67	I	72.73	II	75.76	I	73.36	III	78.12	I

These tables indicate the mean per score

Operational constraints faced by the postgraduate students in use of social media :

The third section of the Table 4 indicates the operational constraints among master level students “Difficult to find relevant information” stands at first rank with overall MPS 76.13. Likewise Ph.D. level students “Restriction on some websites for students to upload and download study material /research papers” stands rank first with MPS 78.12. Among overall respondents “Lack of knowledge about availability of paid and unpaid sites” with MPS 63.61 and 64.55 were counted at last rank.

The results are supported by the results of Darshan and Meena (2017) and Divya and Sudhier (2019).

Socio-psychological constraints faced by the postgraduate students in use of social media :

The fourth section of the Table 5 indicates the socio-psychological constraints observed in the students in which “Lack of security” with MPS 72.73 which was reported rank first among the master level students and “privacy Use of social media detached me from direct contact with family members” observed rank first among overall Ph.D. level students with MPS 74.14.

Similar ranking pattern was observed in overall students of IABM, CVAS, Bikaner followed by Ph.D.

level students of CCS, Bikaner were reported “Use of social media detached me from direct contact with family members” with MPS 74.14 and rank first and similar ranking pattern was observed in overall students in COA, Bikaner and Ph.D. level students of CCS and CVAS, Bikaner. Least constraints faced by overall students were “Lack of physical interaction with friends” was assigned fifth rank.

Reason behind due to security and privacy and Use of social media detached me from direct contact with family members were topmost problems faced by students while using social media. However, majority of students still used their real name, photos and biographical information in their profile and also detached the social media to direct contacts with their family members. Similar findings are reported by Mohamed and Sumitha (2011) who found that lack of security and privacy was major problem in using social media by the students. Similar findings are also revealed by Chikkamanju (2014) and Sevukan and Mohammed (2015).

Educational constraints faced by the postgraduate students in use of social media :

The last section of the Table 6 indicates the master and Ph.D. level students in using social media faced “Use

Table 5 : Operational constraints faced by the postgraduate students in use of social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Lack of security and privacy	75.76 III	75.76 III	75.00 II	73.33 I	72.00 I	75.00 I	68.18 I	69.70 II	72.73 I	73.45 II
2.	Lack of interest in using social media	72.73 IV	72.73 IV	83.33 I	60.00 II	56.00 V	58.33 III	57.58 IV	63.64 IV	67.41 III	63.67 IV
3.	Use of social media detached me from direct contact with family members	80.81 I	80.81 I	75.00 II	73.33 I	69.33 II	66.67 II	63.64 III	75.76 I	72.19 II	74.14 I
4.	Lack of faith on information given through social media	64.65 VI	64.65 VI	50.00 III	60.00 II	63.33 III	66.67 II	65.15 II	66.67 III	60.78 IV	64.49 III
5.	Lack of physical interaction with friends	78.79 II	78.79 II	41.67 IV	37.50 IV	58.67 IV	50.00 V	56.06 V	54.55 V	58.80 V	55.21 V
6.	Use of social media is wastage of both time and efforts	66.67 V	66.67 V	41.67 IV	46.67 III	50.67 VI	41.67 V	51.52 VI	51.52 VI	52.63 VI	51.63 VI

These tables indicate the mean per score

of social media decrease study hours” at first rank with MPS 76.78 and 75.97. Same pattern was also showed in COA, CCS, IABM, Bikaner and CVAS, Bikaner master level students and Ph.D. level students, it stand rank first, respectively. Similarly “Low level of education to understand developmental efforts on social media” and “Lack of training” stood at fifth and sixth ranks with MPS 48.30 and 45.90 by master level students and MPS 49.26 and 51.25 by Ph.D. students, respectively.

Separate data of each college, COA, CCS, IABM, and CVAS, Bikaner master level students and Ph.D. level students shows problem “Low level of education to understand developmental efforts on social media” was assigned fifth rank except master level students of CVAS, Bikaner which get third rank with MPS 58.33 and “Lack of training gets the rank sixth in overall COA, Bikaner and Ph.D. students of CCS, CVAS, master level students, respectively.

The constraints faced by the students due to majority of master level students and Ph.D. level students were not having good knowledge and skill of using social media. The trainer experts are not available in colleges for providing training to the respective college’s students.

Similar finding are reported by Ragul (2015), Kumar (2018) and Mani *et al.* (2019). It is also concluded of Subramani (2015) who found that there was a need to

educate the students on the potential use of Social Media by the educators.

Suggestions from postgraduate students in using social media:

This section of the chapter deals with suggestions offered by master level students for more effective use of social media. All the given suggestions by the students were calculated by mean per cent score and assigned ranks accordingly.

Data presented in Table 7 indicate that “Students may be educated to use social media for academic communication” as suggested by the majority of the master level students which was ranked first with MPS 76.72 and “More research work is required on use of social media for academic use by students” was reported by Ph.D. students were ranked first with MPS 81.33. The next important suggestion reported that “Proper internet facilities should be maintained” reported among overall master level students assigned rank second with MPS 75.41 and “Availability of Wi-Fi facilities on campus and hostel” observed rank second with MPS 81.17 among Ph.D. students, respectively. The reason might be due to there was no availability of internet among department and hostels, now a day’s students took online classes, seminar and training. Least favorable suggestion

Table 6 : Educational constraints faced by the postgraduate students in use of social media

Sr. No.	Constraints	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Use of social media decrease study hours	82.83 I	82.83 I	75.00 I	73.33 I	72.00 I	75.00 I	77.27 I	72.73 I	76.78 I	75.97 I
2.	Use of social media decrease in frequency of reading printed materials like books, journals, etc.	82.83 I	82.83 I	66.67 II	60.00 II	68.67 II	66.67 II	71.21 II	66.67 II	72.34 II	69.04 II
3.	Unavailability of required agriculture information on social media	77.78 II	77.78 II	58.33 III	73.33 I	56.00 IV	41.67 V	57.58 IV	63.64 III	62.42 IV	64.10 III
4.	Not useful for research purpose	70.71 III	70.71 III	66.67 II	60.00 II	58.67 III	58.33 III	56.06 V	54.55 VI	63.03 III	60.90 IV
5.	Low level of education to understand developmental efforts on social media	44.44 IV	44.44 IV	41.67 IV	53.33 III	48.00 V	41.67 IV	59.09 III	57.58 V	48.30 V	49.26 VI
6.	Lack of training	39.39 V	39.39 V	41.67 IV	46.67 IV	48.00 V	58.33 III	54.55 VI	60.61 IV	45.90 VI	51.25 V

This table indicates mean per score

Table 7 : Suggestions of postgraduate students for more effective use of social media in academic activities

Sr. No.	Suggestions	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (n=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	For making social media more effective, there is a need of improved software	77.78 VIII	77.78 VIII	66.67 V	73.33 III	73.33 VI	75.00 III	78.79 II	78.79 II	74.14 IV	76.22 IX
2.	Social media should be used to collect technical information	72.73 X	72.73 X	72.73 III	73.33 III	71.33 VIII	66.67 IV	81.82 I	81.82 I	74.65 III	73.64 XIII
3.	Proper internet facilities should be maintained among departments	78.79 VII	78.79 VII	75.76 II	73.33 III	71.33 VIII	66.67 IV	75.76 IV	75.76 IV	75.41 II	73.64 XIV
4.	Frequent awareness programmes should be organized for the users to educate them about social media	77.78 VIII	77.78 VIII	69.70 IV	80.00 II	66.67 XII	66.67 IV	71.21 VIII	71.21 VII	71.34 X	73.91 XII
5.	Security of personal information on social media should be taken in account	81.82 IV	81.82 IV	75.76 II	73.33 III	64.67 XIV	66.67 IV	74.24 V	74.24 V	74.12 V	74.02 XI
6.	Reliability should be taken care of information available on social media	83.84 III	83.84 III	66.67 V	80.00 II	66.67 XII	66.67 IV	75.76 IV	75.76 IV	73.23 VII	76.57 VIII
7.	Students may be educated to use social media for academic communication	80.81 V	80.81 V	78.79 I	80.00 II	70.00 XI	75.00 III	77.27 III	77.27 III	76.72 I	78.27 VI
8.	Availability of academic groups on social media should be formulated, where faculty and students can share their academic information with each other	75.76 IX	75.76 IX	43.56 VII	73.33 III	72.67 VII	83.33 II	75.76 IV	75.76 IV	66.94 XIII	77.05 VII
9.	The online and face-to-face course components should be balanced with each other.	68.69 XI	68.69 XI	78.79 I	66.67 IV	70.67 IX	75.00 III	74.24 VI	74.24 V	73.10 VIII	71.15 XV
10.	The library should have a separate 24 x7 open social media section	75.76 IX	75.76 IX	40.33 IX	66.67 IV	63.33 XI	91.67 I	68.18 IX	68.18 VIII	61.90 XV	75.57 X
11.	Updated information should be available on social media	84.85 II	84.85 II	43.56 VII	73.33 III	77.33 IV	83.33 II	75.76 IV	75.76 IV	70.37 XI	79.32 IV
12.	Social media should be beneficial to students who are using it for academics	81.82 IV	81.82 IV	45.38 VI	80.00 II	82.00 I	75.00 III	78.79 II	78.79 II	72.00 IX	78.90 V
13.	More research work is required on use of social media for academic use by students	75.76 IX	75.76 IX	47.35 VIII	86.67 I	79.33 III	91.67 I	71.21 VIII	71.21 VII	68.41 XII	81.33 I
14.	Availability of Wi-Fi facilities on campus and hostel	90.91 I	90.91 I	43.56 VIII	80.00 II	81.33 II	75.00 III	78.79 II	78.79 II	73.65 VI	81.17 II
15.	Important sites should be opened for all the students	79.80 VI	79.80 VI	37.55 X	86.67 I	76.00 V	83.33 II	72.73 VII	72.73 VI	66.52 XIV	80.63 III

This table indicates mean per score

offered analysis of data shows that “The library should have a separate 24 x7 open social media section”, observed the last rank with MPS 61.90 by overall master level students, and “The online and face-to face course components Should be balanced with each other”, observed last rank with MPS 71.15, respectively by the Ph.D. students.

Separate data of each college shows that COA, Bikaner, CCS, Bikaner, IABM, and CVAS, Bikaner master level and Ph.D. students suggest the “Social media should be used to collect technical information” were assigned first rank in both master level and Ph.D. students of CVAS, Bikaner, and “Students may be educated to use social media for academic communication” and “The online and face-to face course components should be balanced with each other.” gets the rank first with 78.79 MPS among master level students of CCS, Bikaner. “The library should have a separate 24 x7 open social media section” and “More research work is required on use of social media for academic use by students “ or “ ranked first among the Ph.D. students of IABM, Bikaner with MPS 91.67. “Social media should be beneficial to students who are using it for academics” observed rank first among the master level students of IABM, Bikaner with MPS 82.00. “More research work is required on use of social media for academic use by students” and “Important sites should be opened for all the students” ranked first among Ph.D. students of CCS, Bikaner. “Availability of Wi-Fi facilities on campus and hostel” observed rank first among the master level and Ph.D. students of COA, Bikaner with MPS 90.91.

Results further shows that each college COA, Bikaner master level and Ph.D. students “The online and face-to face course components should be balanced with each other” suggest last suggestion with MPS 68. Likewise, “The library should have a separate 24 x7 open social media section” observed last rank among master level students of IABM, Bikaner and master level and Ph.D. students of CVAS, Bikaner. “Important sites should be opened for all the students” observed last rank among master level students of CCS, Bikaner with MPS 37.55. “The online and face-to face course components Should be balanced with each other” And “The library should have a separate 24 x7 open social media section” observed last (XIVth) rank among Ph.D. students of CCS, Bikaner. “Frequent awareness programmes should be organized for the users to educate them about social

media” and “Security of personal information on social media should be taken in account” or “Reliability should be taken care of information available on social media” observed last rank (XI) among Ph.D. students of IABM, Bikaner. The findings are somewhat similar to the findings of Doddamani (2020).

Summary and conclusion:

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via networks. 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.

Research methodology:

The study was undertaken in the constituent campus colleges of Swami Keshwanand Rajasthan Agricultural University, Bikaner (SKRAU) and Rajasthan University of Veterinary and Animal Sciences. Bikaner (RAJUVAS). There are three colleges under SKRAU, Bikaner situated in main campuses Bikaner (COA, CCS and IABM, Bikaner) were selected purposely for the present study. Likewise, one college of RAJUVAS, Bikaner (CVAS, Bikaner) was also selected. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total number of 160 respondents (109 master level and 51 Ph.D. level) were selected by applying proportionate random sampling method. The constraints which were faced by the students in daily life were selected for the study these constraints were categorized in 5 categories viz. economical, technical, operational, educational and socio-psychological also calculate the invited suggestion who suggest by the students. Data thus collected were compiled, classified and presented in tabulated form to make it easier to interpret. Keeping in view the objectives of the research, the data were analysed using various statistical tools.

Major findings of the research :

Constraints in utilization of social media by PG students and invite suggestions to overcome the constraints :

The overall data revealed that “technical

constraints” with MPS 71.93, and 68.85 was perceived as most important constraint by the master level students, ranked first and same was ranked second by the Ph.D. level students. The next important constraints faced by master level students were “Operational constraints” with MPS 71.28 and observed ranked second and revealed as the most important constraint faced by the Ph.D. level students with MPS 69.42 which were ranked first. It is further noted that the last constraints face by the master level and Ph.D. level students were “educational constraints” with MPS 60.71 and 58.10, respectively.

For observing the constraints faced by the respondents when using social media, 26 mostly occurred constraints were listed in all the five categories as economical, technical, operational, educational and socio-psychological. All aspects were converted into MPS and observe ranks accordingly.

Findings indicated that the first section of technical constraints in which “computer is frequently infected with viruses” stands at first rank with MPS 76.47 among master level students and “Slow speed for internet access” stands first rank with MPS 71.68 among Ph.D. level students. “Irregular power supply” and “Server breakdown creates problem in internet access” are least constraints faced by the overall master level and Ph.D. students and gets rank 3rd and 4th.

This second section indicates the economic constraint faced by the master level students and Ph.D. level students in use of social media. In this section “unwanted charges on downloading of papers and articles” with MPS 80.35 and 78.65 was rank first among overall master level and Ph.D. level students.

In case of operational constraints among master level students “Difficult to find relevant information” stands at first rank with overall MPS 76.13. Likewise Ph.D. level students “Restriction on some websites for students to upload and download study material /research papers” stands rank first with MPS 78.12. Among overall respondents “Lack of knowledge about availability of paid and unpaid sites” with MPS 63.61 and 64.55 were counted at last rank.

The socio-psychological constraints observed by the students about “Lack of security” with MPS 72.73 which was reported rank first among the master level students and “privacy use of social media detached me from direct contact with family members” observed rank first among Ph.D. level students with MPS 74.14.

The last section observed that the master and Ph.D. level students in using social media faced constraint namely, “Use of social media decrease study hours” at first rank with MPS 76.78 and 75.97, respectively.

Findings depicted that the majority of problems was Time spending got overall rank 1st with master level and Ph.D. students, Head ache 2nd, eye pain 3rd, Arm pain rank 4th with overall master level students and rank 6th with overall Ph.D. students, hand pain 5th, Nerve pain 7th and back ache rank 6th with overall Ph.D. students, or Self-isolation gets rank 5th overall with master level students and rank 4th overall with Ph.D. students, respectively. Last rank observed “Self-isolation” among the master level students of COA, Bikaner with MPS 41.41 and last rank observed “Nerve pain and Arm pain” Ph.D. students of COA, Bikaner with MPS 44.09. “Nerve pain” also observed last rank among the master level and Ph.D. students of CCS, IABM, or CVAS, Bikaner.

Suggestions from postgraduate students in using social media:

Study revealed that “Students may be educated to use social media for academic communication” as suggested by the majority of the master level students, and ranked first with MPS 76.72 and “More research work is required on use of social media for academic use by students” by the Ph.D. students which was ranked first with MPS 81.33. The next important suggestion reported that “Proper internet facilities should be maintained” among overall master level students and assigned rank second with MPS 75.41 and “Availability of Wi-Fi facilities on campus and hostel” observed rank second with MPS 81.17 among Ph.D. students, respectively. The reason might be due to there was no availability of internet among department and hostels, now a day’s students took online classes, seminar and training. Least favorable suggestion offered analysis of data shows that “The library should have a separate 24 x7 open social media section”, observed the last rank with MPS 61.90 by overall master level students, and “The online and face-to face course components Should be balanced with each other”, observed last rank with MPS 71.15, respectively by the Ph.D. students.

Recommendations:

Based on the opinion given by the students and researcher personal experience while collecting the data

the following recommendations are made:

– The study makes it clear that the majority of respondents stay in hostels and spend their most of time in hostel, making a Wi-Fi facility necessary for the respondents. In order to access and use the Internet for academic purposes, it is advised that the administrations of the respective universities provide Wi-Fi facilities with good Internet bandwidth.

– The findings gave an overview of how and to what extent of social media is presently being used by the students for various educational purposes.

– The majority of respondents believed that training programs or workshops on social media sites and their significance were necessary. Therefore, it is advised that frequent training sessions or workshops be held for research scholars by university administrators as well as librarians.

– The study's conclusions can be used to create a plan for using social media for education in a structured manner. When creating e-learning materials for the student and using social media as a forum for discussions and reflections, in-depth analysis of the study can be used to decide on various parameters.

Suggestions for future research :

– Researchers and decision-makers can use the findings as guidelines when structuring the rules for initiatives of a similar nature in order to make them more student-focused.

– For the purpose of generalizing the results, similar types of research can be carried out in other universities.

– The same study with expanded parameters and objectives can be conducted on large scale by selecting various universities under the sample taking whole country as a universe.

– A comparative study of different categories of users will also help the budding researchers.

– The study was concluded on students; similar study can be analyzing the use of social media by teachers for personal learning.

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