

**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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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.

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. Keeping in view the educational needs of the student's utilities and discussion with the experts the following social media were selected for the present study namely: Facebook,

WhatsApp, YouTube, Telegram, Twitter, Instagram and LinkedIn. 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 analyzed using various statistical tools.

RESULTS AND DISCUSSION

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

Extent of knowledge of PG students of SKRAU and RAJUVAS, Bikaner about the social media:

Data regarding extent of the knowledge of the respondent were collected, analyzed and presented fewer than five categories.

Awareness about the social media :

Majority of the respondents were aware about "YouTube" and "WhatsApp" which were ranked first and second respectively, followed by "Facebook", "Instagram" and "Twitter" were ranked 3rd, 4th and 5th, respectively.

Table 1 also shows that all students of COA, CCS, IABM, Bikaner and CVAS, Bikaner were aware about "YouTube" with 100.00 MPS which was ranked first and least aware about "LinkedIn" which was ranked last except master students of the IABM, Bikaner they were least aware about the "Telegram" with 75.00 MPS, respectively.

The present findings are in line with the findings of Musa *et al.* (2015) who reported that 94.60 per cent respondents were aware about face book. Similar results were also found by Suresh *et al.* (2015) and Sanyogita (2019).

Similar findings were reported by Patel and Vyas (2016), Pateria and Parmar (2019) who found that 100 per cent students were aware of whatsapp.

The present results are in line of results of Patel and Vyas (2016) who found that 100.00 per cent students were aware about you tube. Similar study revealed by Pateria and Parmar (2019).

Services of social media :

Majority of the respondents were aware about "Entertainment services" of social media and ranked first followed by "Give new information", "Communication services", "Educational services", "Help in the research services" and "Transfer/ Transaction services" were

ranked 2nd, 3rd, 4th, 5th, 6th and 7th, respectively.

Data presented in Table 2 also reveals that in COA, CCS, IABM and CVAS, Bikaner, all the master students and Ph.D. students knew about the “Entertainment services” and “Educational services” of the social media which were ranked first.

The similar findings were obtaining by Hennig-Thurau *et al.* (2004), who observed that students could

improve their knowledge about a product (self-enhancement) and then share this information with friends (concern for others).

Knowledge about the agency/Institutes provides needed information related to agriculture development and its allied fields :

Majority of the Ph.D. students knew that

Table 1 : Awareness about the social media

Sr. No.	Extent of the knowledge	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.	Facebook	100.00	96.77	100.00	80.00	88.00	100.00	86.36	90.91	93.59	91.92
		I	II	I	I	IV	I	III	II	III	III
2.	WhatsApp	96.97	96.77	100.00	80.00	100.00	100.00	100.00	100.00	99.24	94.19
		II	II	I	I	I	I	I	I	II	II
3.	YouTube	100.00	100.00	100.00	80.00	100.00	100.00	100.00	100.00	100.00	95.00
		I	I	I	I	I	I	I	I	I	I
4.	Twitter	90.91	39.73	50.00	60.00	90.00	100.00	90.91	81.82	80.45	70.39
		IV	V	III	II	III	I	II	III	V	VI
5.	Telegram	81.82	90.32	75.00	60.00	78.00	75.00	77.27	63.64	78.02	72.24
		V	III	II	II	VII	II	V	IV	VI	V
6.	Instagram	93.94	96.77	100.00	80.00	98.00	100.00	81.82	90.91	93.44	91.92
		III	II	I	I	II	I	IV	II	IV	III
7.	LinkedIn	63.64	74.19	50.00	40.00	88.00	75.00	59.09	54.55	65.18	60.93
		VI	IV	VI	III	IV	II	VI	V	VII	VII

This table indicate the mean per score

Table 2 : Knowledge about the services of social media

Sr.No.	Extent of the knowledge	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.	Entertainment services	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
		I	I	I	I	I	I	I	I	I	I
2.	Give new information	84.85	90.32	75.00	60.00	100.00	100.00	95.45	90.91	88.83	85.31
		III	II	II	III	I	I	III	II	III	III
3.	Research services	81.82	83.87	75.00	60.00	96.00	100.00	100.00	81.82	88.20	81.42
		IV	III	II	III	III	I	I	III	IV	IV
4.	Transfer/ Trans. services	78.79	80.65	50.00	60.00	96.00	75.00	90.91	90.91	78.92	76.64
		VI	IV	III	III	III	II	II	II	VII	VII
5.	Communication services	78.79	83.87	75.00	60.00	94.00	75.00	81.82	90.91	82.40	77.45
		VI	III	II	III	IV	II	IV	II	VI	VI
6.	Educational services	87.88	90.32	75.00	80.00	98.00	75.00	81.82	72.73	85.67	79.51
		II	II	II	II	II	II	IV	IV	V	V
7.	Entertainment services	81.82	90.32	100.00	80.00	100.00	100.00	100.00	100.00	95.45	92.58
		IV	II	I	II	I	I	I	I	II	II

This table indicate the mean per score

“Agriculture department”, “Kisan call centers”, “ATICs” and “KVKs” provides needed information related to agriculture development and its allied fields were ranked first. Whereas, master level students ranked first and second “Agriculture departments” and “Kisan call centers”, respectively.

Table 3 also shows that in COA, CCS, IABM, and CVAS, Bikaner, most of the master level students knew about the Kisan Call Centers except IABM master level students were ranked 3rd and Krishi Vigyan Kendras except IABM master students observed 6th rank and

Agriculture department except IABM master students observed 3rd rank to provides information to students through direct contact through different social media pattern were ranked 1st.

Services known by the student’s group via. Social media pattern :

In this category majority of the master level and P.h.D. level students knew about “Messaging” and “Whatapp” service and was ranked first among different social media, followed by “Whatsapp”, “Massaging and

Table 3 : Knowledge about the agency/ Institutes provides needed information related to agriculture development and its allied fields

Sr.No.	Extent of the knowledge	COABikaner (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.	Kisan Call Centers.	100.00	96.77	100.00	100.00	90.00	100.00	100.00	100.00	99.00	99.19
		I	I	I	I	IV	I	I	I	II	I
2.	ATICs (Agriculture Technology Information Centre)	93.94	93.55	75.00	80.00	96.00	100.00	95.45	90.91	89.60	91.11
		II	II	III	II	II	I	III	II	IV	IV
3.	Krishi Vigyan Kendras (KVKs)	100.00	96.77	100.00	100.00	94.00	100.00	100.00	100.00	97.50	99.19
		I	I	I	I	III	I	I	I	III	I
4.	Agriculture Department	100.00	96.77	100.00	100.00	90.00	100.00	99.44	100.00	99.86	99.19
		I	I	I	I	IV	I	II	I	I	I
5.	NGOs	84.85	90.32	75.00	60.00	98.00	100.00	68.18	81.82	81.51	76.79
		III	III	II	III	I	I	IV	III	V	VI
6.	Private agencies	84.85	87.10	75.00	80.00	98.00	75.00	68.18	72.73	80.01	78.71
		III	IV	II	II	I	II	IV	IV	VI	V

This table indicate the Mean per score

Table 4 : Knowledge about following specific information needed about your better future through social media

Sr.No.	Extent of the knowledge	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.	Information for develop new strategies	81.82	90.32	75.00	60.00	92.00	100.00	81.82	72.73	82.66	80.76
		II	I	II	II	III	I	II	II	III	IV
2.	Information’s of research work	84.85	87.10	100.00	80.00	88.00	100.00	72.73	81.82	86.39	87.23
		I	II	I	I	IV	I	III	I	I	I
3.	Information for developing the management practices	84.85	83.87	75.00	80.00	94.00	100.00	86.36	81.82	85.05	86.42
		I	III	II	I	II	I	I	I	II	II
4.	Information about the technological knowledge	84.85	87.10	50.00	80.00	96.00	100.00	81.82	81.82	78.17	87.23
		I	II	III	I	I	I	II	I	IV	I

This table indicate the mean per score

“e-learning” they ranked 2nd and 3rd, respectively.

Data presented in Table 4 also reveals that in COA, CCS, IABM, and CVAS, Bikaner that “Messaging” and “WhatsApp” were most known services by the students of master and Ph.D. *via*. Social media were ranked first.

The similar findings were obtaining by Thoene (2012) found that the effect of social media particularly WhatsApp, face book and twitter on the purchasing habit of college students by testing for correlation between recommendations on social media and consumption patterns. Both face book and twitter are being used to obtain sales information and promotions.

Knowledge about following specific information needed about your better future through social media:

In this category majority of the master level as well as Ph.D. level students known that “Information of research work” and “Information about technological knowledge” were most useful information for batter future through social media and ranked first. Followed by “information by developing management practices ranked second by both category of students. The item “information about technological knowledge” and “Information for develop new strategies” were ranked last by master level as well as Ph.D. students, respectively (Table 5).

Benefits of using social media in communicating information:

In his category majority of COA, CCS, IABM,

Bikaner and CVAS, Bikaner, “Help to easily send or communicate information anytime the need arose” ranked first among all students and “Help to exchange new information”, “Assist in obtaining new information quickly” and “Increase technology knowledge of students quickly” Least important information among COA, Bikaner master level.

Table 6 also shows that the apparent from that the highest number of students were answer have not any problem when they using social media and after that, problems on the basis of they faced occasionally.

The similar findings were obtaining by Yadav (2018) observed that majority of postgraduate students were having medium level of awareness about e-resources. Similar results were also reported by Kaur and Manhas (2019).

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.

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,

Table 5 : Services known by the student's group via social media

Sr. No.	Extent of the knowledge	COABikaner (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.	e-Governance	45.45	54.84	25.00	60.00	60.00	50.00	54.55	45.45	46.25	52.57
		V	V	IV	III	V	III	IV	V	V	IV
2.	WhatsApp	81.82	80.65	75.00	80.00	94.00	100.00	90.91	81.82	61.93	85.62
		II	I	I	I	I	I	I	II	II	I
3.	Massaging	87.88	67.74	75.00	80.00	90.00	100.00	90.91	90.91	85.95	84.66
		I	IV	I	I	II	I	I	I	I	II
4.	Facebook	72.73	74.19	25.00	40.00	62.00	25.00	59.09	54.55	54.70	48.43
		III	III	IV	V	IV	V	III	III	IV	V
5.	e-learning	66.67	77.42	75.00	60.00	70.00	50.00	50.00	54.55	65.42	60.49
		IV	II	I	III	III	III	V	III	III	III
6.	e-Governance	45.45	54.84	25.00	60.00	60.00	50.00	54.55	45.45	46.25	52.57
		V	V	IV	III	V	III	IV	V	V	IV

This table indicate the mean per score

Table 6 : Benefits/advantages of using social media in communicating information

Sr. No.	Extent of the knowledge	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.	Help to easily send or comm. information anytime the need arose	87.88	I	87.10	I	100.00	I	100.00	I	90.91	I	91.70	I
2.	Mostly solve problem quickly	75.76	II	67.74	V	75.00	II	60.00	V	70.00	III	75.00	II
3.	Assist in obtaining new information quickly	72.73	III	70.97	III	75.00	II	80.00	III	68.00	V	75.00	II
4.	Help to exchange new information	72.73	III	70.97	III	50.00	III	60.00	V	72.00	II	50.00	III
5.	Increase technology knowledge of students quickly	72.73	III	74.19	II	75.00	II	80.00	III	68.00	IV	75.00	II
6.	Help to easily send or comm. information anytime the need arose	87.88	I	87.10	I	100.00	I	100.00	I	90.91	I	90.91	I

This table indicate the mean per score

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. Keeping in view the educational needs of the student's utilities and discussion with the exports the following social media were selected for the present study namely: Facebook, WhatsApp, YouTube, Telegram, Twitter, Instagram and LinkedIn. 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 analyzed using various statistical tools.

Major findings of the research :

Extent of knowledge of Postgraduate students of SKRAU and RAJUVAS, Bikaner about the social media.

Data regarding extent of the knowledge of the respondent were collected, analyzed and presented under

five categories:

First category, "Awareness about the social media". Majority of the respondents were aware about "YouTube" and "WhatsApp" which were ranked first and second respectively, followed by "Facebook", "Instagram" and "Twitter" were ranked 3rd, 4th and 5th, respectively.

In second Category about "services of social media" majority of the respondents aware about "Entertainment services" of social media and ranked first followed by "Give new information", "Communication services", "Educational services", "Help in the research services" and "Transfer/ Transaction services" were ranked 2nd, 3rd, 4th, 5th, 6th and 7th, respectively.

So far as "Knowledge about the agency/ Institutes provides needed information related to agriculture development and its allied fields". Majority of the Ph.D. students knew that "Agriculture department", "Kisan call centers", "ATICs" and "KVKs" provides needed information related to agriculture development and its allied fields were ranked first. Whereas, master students "Agriculture departments" and "Kisan call centers" first and second.

So far as "services known by the student's group

via social media pattern”, in this category majority of the master level and Ph.D. level students know about “Messaging” and “Whatapp” service and was ranked first among different social media, followed by “Whatsapp”, “Massaging and “e-learning” they ranked 2nd and 3rd, respectively.

So far as Do you know about following specific information needed about your better future through social media pattern? In this category majority of the master level and Ph.D. students known that “Information of research work” and “Information about technological knowledge” were most useful information for batter future through social media and were ranked first.

Recommendions:

– 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 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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