

## UTILIZATION PATTERN OF SOCIAL MEDIA BY THE POST GRADUATING STUDENTS OF AGRICULTURE FACULTY

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**Abstract**

The study aims to find out the utilization pattern of the popular social media for educational purposes. The present study was undertaken in three constituent agricultural colleges of Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani located at Parbhani, Latur and Badnapur. The data were collected through structural interview schedule. The ten indicators were considered to judge the utilization pattern of social media by PG scholars studying viz., social networking sites and application visited / preferred for educational purpose, frequency of using social networking sites and applications for educational purpose, time spent per week for visiting social applications and sites, mode of access, preferred timing, data pack, particular purpose of social media utilization in educational field, frequency of downloading, frequency of uploading and format of educational material. The study revealed that 99.16 per cent of the respondents were preferred social media YouTube for educational purpose, followed by 94.16 per cent, 89.16 per cent, and 87.50 per cent of them were preferred WhatsApp, Research Gate, and Mobile Apps, respectively. It was found that majority of the respondents (76.66%) were using WhatsApp, followed by 66.66 per cent, 40.00 per cent and 31.66 per cent of them were using YouTube, some other Mobile applications, and Facebook, respectively once in a day.

**Key words :** Utilization pattern, social media, education purpose.

**Introduction**

Nowadays patterns of communication and teaching-learning have changed over the years. Conventional classroom teaching patterns include blackboards, chalk, printed books etc. but now it is replaced by ICT tools such as smart classes, audio visual aids, video conferencing etc. Today, meaning of education has expanded and it includes digital literacy. Out of these ICT tools, social media is very useful for education purpose. Social media has the potential to support learning in new ways. In recent years, number of social media tools, social networking sites and applications have emerged with special utilities. It includes Facebook, YouTube, WeChat, Instagram, Twitter, Tumblr, Telegram, Snapchat, LinkedIn, WhatsApp, Pinterest, Reddit, Blog etc. Social media offers audience and subject monitoring tools that are useful and it is one of the best platforms to extract data. This can help students compile and produce useful content for research. Whether students are working on a project or trying to gain more insight on a subject, some of the best information and results can be extracted from social media. Due to the growth in social networking websites, educators are looking for their potential for use in education, keeping in mind that social networking sites may have the ability to endorse both collaboration and active learning. Social media is a new media technology in education that can expand our point of view on different subjects and gives a highlight to the original content. It gives you an opportunity of engaging with specialists to find solutions on topics that you may need assistance. Social media has gained plausibility as a definitive source of information. Hence, it is an excellent platform where organizations can interact with their audience in large numbers.

Social media has a 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 become very popular among the students; there are millions of students who have created an account on one or the other social media platform. They use social media for various purposes like communication, entertainment, information and education. The study aims to find out the utilization pattern of the popular social

media for educational purposes. The study explore how and to what extent students use social media for educational purposes.

**Methodology**

The present study was undertaken in three constituent agricultural colleges of Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani located at Parbhani, Latur and Badnapur. A proportionate random sample of total 120 postgraduate scholars studying in higher agriculture education was selected for the investigation. The data were collected through structural interview schedule. The ten indicators were considered to judge the utilization pattern of social media by PG scholars studying viz., social networking sites and application visited / preferred for educational purpose, frequency of using social networking sites and applications for educational purpose, time spent per week for visiting social applications and sites, mode of access, preferred timing, data pack, particular purpose of social media utilization in educational field, frequency of downloading, frequency of uploading and format of educational material. The collected data were classified, tabulated and analysed in order to make the findings meaningful. The statistical measures such as mean score, standard deviation, frequency, percentage and coefficient of correlation were used.

**Results And Discussion**

The present research was undertaken with a view to study the utilization of social media by post graduating students of agriculture faculty.

**Utilization pattern of social media by the post graduating students**

The research study was carried out to measure the utilization pattern of social media by post graduating students. Social applications and other nine (total ten) indicators were used to judge the utilization pattern of social media in the study.

**Preference of respondents to social networking sites and applications for education purpose**

Data related social networking sites and applications preferred by the respondents for various educational purposes has been presented in Table 1.

**Table 1 : Preference of the respondents to social networking sites and applications for educational purposes**

(n=120)

Sr. No.	Apps visited for Edu. Purpose	Frequency*	Percentage
1	You Tube	119	99.16
2	WhatsApp	113	94.16
3	ResearchGate	107	89.16
4	Mobile App	105	87.50
5	SlideShare	95	79.16

6	Wikipedia	93	77.50
7	Facebook	90	75.00
8	Academia.edu	84	70.00
9	Blog	33	27.50
10	Twitter	30	25.00
11	Other	44	36.66

\* Multiple responses were recorded on this aspect

Table 1 indicates that 99.16 per cent of the respondents were preferred social media YouTube for educational purpose, followed by 94.16 per cent, 89.16 per cent, and 87.50 per cent of them were preferred WhatsApp, ResearchGate, and Mobile Apps, respectively. Whereas 79.16 per cent of them were preferred SlideShare, followed by 77.50 per cent, 75.00 per cent, and 70.00 per cent of them were preferred Wikipedia, Facebook and Academia.Edu,

respectively for educational purpose. Blog and Twitter were also preferred by 27.50 per cent and 25.00 per cent of them, respectively. Some others application and social sites preferred by 36.66 per cent of the respondents.

#### Frequency of using social media for education

The data concerned to frequency of using social media by the respondents is presented in the Table 2.

**Table 2 : Frequency of social networking sites and apps are visited by respondents**

Sr. No	Social Sites/ Apps	More than once in a day	Once in a day	Once in two days	Once in three days	Once in four days	Once in five days	Once in six days	Weekly	Fort-nightly	Rarely	Never
1	Facebook	38 (31.66)	30 (25.00)	07 (05.83)	03 (02.50)	03 (2.50)	01 (0.83)	01 (0.83)	08 (6.66)	00 (0.00)	08 (6.66)	21 (17.50)
2	WhatsApp	97 (76.66)	23 (19.16)	01 (00.83)	00 (00.00)	00 (0.00)	00 (0.00)	01 (0.83)	00 (0.00)	00 (0.00)	00 (0.00)	03 (02.50)
3	YouTube	80 (66.66)	26 (21.66)	05 (04.16)	01 (00.83)	00 (0.00)	02 (1.66)	01 (0.83)	02 (1.66)	00 (0.00)	02 (1.66)	01 (00.83)
4	ResearchGate	25 (20.83)	27 (22.50)	21 (17.50)	15 (12.50)	04 (3.33)	00 (0.00)	06 (5.00)	09 (7.50)	01 (0.83)	07 (5.83)	05 (04.16)
5	Academia. Edu	20 (16.66)	27 (22.50)	16 (13.33)	08 (06.66)	07 (5.83)	03 (2.50)	02 (1.66)	08 (6.66)	01 (0.83)	07 (5.83)	21 (17.50)
6	Twitter	12 (10.00)	08 (06.66)	15 (12.50)	03 (02.50)	02 (1.66)	00 (0.00)	01 (0.83)	01 (0.83)	01 (0.83)	09 (7.50)	68 (56.66)
7	Wikipedia	26 (21.66)	22 (18.33)	21 (17.50)	07 (05.83)	06 (5.00)	01 (0.83)	03 (2.50)	10 (8.33)	04 (3.33)	03 (2.50)	13 (14.16)
8	SlideShare	13 (10.83)	20 (16.66)	17 (14.16)	10 (08.33)	06 (5.00)	05 (4.16)	06 (5.00)	11 (9.16)	04 (3.33)	08 (6.66)	20 (16.66)
9	Blog	06 (05.00)	08 (06.66)	18 (15.00)	04 (03.33)	03 (2.50)	05 (4.16)	02 (1.66)	03 (2.50)	03 (2.50)	08 (6.66)	60 (50.00)
10	Mobile Apps	48 (40.00)	28 (23.33)	08 (06.66)	07 (05.83)	05 (4.16)	01 (0.83)	03 (2.50)	02 (1.66)	06 (5.00)	04 (3.33)	08 (06.66)
11	Any other sites	22 (18.33)	09 (07.50)	11 (09.16)	05 (04.16)	02 (1.66)	02 (1.66)	03 (2.50)	02 (1.66)	04 (3.33)	08 (6.66)	52 (43.33)

\* Data in parenthesis denote percentage

It was found that majority of the respondents (76.66%) were using WhatsApp, followed by 66.66 per cent, 40.00 per cent and 31.66 per cent of them were using YouTube, some other Mobile applications, and Facebook, respectively once in a day. Remaining applications which were used by respondents in more than once in a day, were Wikipedia (21.66%), any other social networking sites (18.23%), Academia.edu (16.66%), SlideShare (10.83%), Twitter (10.00%) and Blog (5.00%). Data from Table 2 revealed that 76.66 per cent respondents used WhatsApp more than once in day, followed by YouTube (66.66%), Mobile applications (40.00%), Facebook (31.66%), Wikipedia (21.66%), ResearchGate (20.83%), Any other sites (18.33%), Academic.edu (16.66%), SlideShare (10.83%), Twitter (10.00%) and Blog (05.00%). Whereas 25.00 per cent of them used Facebook once in a day, followed by Mobile apps (23.33%), ResearchGate (22.50%), Academia.edu (22.50%), YouTube (21.66%), WhatsApp (19.16%), Wikipedia (18.33%), SlideShare (16.66%), Any other social sites (7.50%), Twitter (6.66%) and Blog (6.66%).

Regarding to social media utilization frequency of once in two days, equal percentage i.e. (17.50%) of the respondents were used ResearchGate and Wikipedia, followed by Blog (15.00%),

SlideShare (14.16%), Academia.edu (13.33%), and Twitter (12.50%) were used by respondents in once in two days. While 9.16 per cent of them were using any other social sites users, and 6.66 per cent of them was used other Mobile Apps. Only 5.83 per cent of them used Facebook, 4.16 per cent used YouTube, 00.83 per cent used WhatsApp once in two days.

It means ResearchGate and Wikipedia were highly used social sites. In the range of frequency use of social media once in three days, mostly referred application was ResearchGate i.e. 12.50 per cent of respondents were accessing it. Weekly referred sites by the respondents were Facebook (00.66%), YouTube (01.66%), ResearchGate (07.50%), Academia.edu (06.66%), Twitter (00.83%), Wikipedia (08.33%), SlideShare (09.16%), Blog (02.50%), Mobile apps (1.66%), and any other sites (01.66%). Very few respondents were accessing social applications and social networking sites fortnightly for education purposes. In which Twitter used by 7.50 per cent of them, followed by Blog and any other sites each app (6.66%), other mobile applications (5.00%), Wikipedia, any other sites and SlideShare (3.33%). Regarding non-user of social sites by the respondents for educational purposes, 56.66 per cent of the respondents not used Twitter, followed by

Blog (50.00%), any other networking sites (43.33%), Academia.edu (17.50%), SlideShare (16.66%), Wikipedia (14.16%), mobile

applications (06.66%) and ResearchGate (4.16%) were not being used by the respondents for educational purposes.

**Time spent (hours/week) on social media for educational purpose**

**Table 3: Distribution of respondents according to their Time spent (hours/week) on social media for educational purpose (n=120)**

Sr. No.	Category (hours/week)	Frequency	Percentage
1	Low (up to 9.81)	08	06.67
2	Medium (9.82 to 27.03)	98	81.67
3	High (27.04 and above)	14	11.66

Table 3 indicated that majority of respondents (81.67%) were spending weekly 8 to 46 hours on social media, they were belonged to medium category, followed by 11.66 per cent of them comes

under high category they spend weekly more than 47 hours and only 6.67 per cent of them were spending upto 7 hours per week to access social media for educational purpose.

#### 4. Mode of internet access

Data about the mode of internet access is presented in Table 4.

**Table 4: Distribution of respondents according to their Mode of internet access**

(n=120)

Sr. No.	Category	Frequency*	Percentage
1	Data Pack	119	99.16
2	Wi-Fi	56	46.67
3	Net setter	05	04.16

\* Multiple responses were recorded on this aspect

It was revealed from Table 4 that majority of the respondents (99.16%) accessed the data through data pack, while 46.67 per cent of respondents accessed data by Wi-Fi and only 4.16 per cent of them were using Net setter to access the data.

#### 5. Preferred day timing

Data related to preferred day timing to access the social media is presented in Table 5.

**Table 5: Distribution of respondents according to the preferred day timing for accessing social media**

(n=120)

Sr. No.	Day timing for accessing social media	Frequency*	Percentage
1	6:00 am to 9:00 am	51	42.50
2	9:00 am to 12:00 pm	64	53.33
3	12:00 pm to 3:00 pm	70	58.33
4	3:00 pm to 6:00 pm	41	34.16
5	6:00 pm to 9:00 pm	71	59.16
6	9:00 pm to 12:00 am	73	60.83

\* Multiple responses were recorded on this aspect

Table 5 revealed that majority of the respondents (60.83 %) were preferred 9.00 pm to 12.00 am timing during day for accessing social media, followed by timing 6.00 pm to 9.00 pm (59.16%), timing 12:00 pm to 3:00 pm (58.33%), 9.00 am to 12.00 am

(53.33%), 6.00 am to 9.00 am (42.50%) and 3.00 pm to 6.00 pm (34.16%).

#### Expenses on data pack

Data regarding expenses on data pack is presented in Table 6.

**Table 6: Distribution of respondents according to the expenses on data pack**

(n=120)

Sr. No.	Category	Frequency	Percentage
1	Low (up to 115)	02	01.67
2	Medium (116 to 381)	94	78.33
3	High (382 and above)	24	20.00

Table 6 indicated that majority of respondents (78.33%) monthly spending Rs. 116 to 381 i.e. they belonged to medium category, followed by 20.00 per cent of them spending more than Rs 382 /- on data pack i.e. they belonged to high category and in low category

only 1.67 per cent respondents were spending up to Rs. 115 per month.

#### Preferred format of teaching material

Data regarding preferred format of teaching material for educational purpose by the respondents is presented in Table 7.

**Table 7: Distribution of respondents according to the Preferred format of material**

(n=120)

Sr. No.	Category	Frequency*	Percentage
1	Audio	65	54.16
2	Video	117	97.50
3	Text	114	95.00
4	Multimedia	98	81.66
5	PDF	119	99.16
6	PPT	104	86.66

\* Multiple responses were recorded on this aspect

Table 7 revealed that majority of the respondents (99.16%) were preferred to use PDF files for educational purpose, followed by video format (97.50%), text format (95.00%), PPT format (86.66%)

and multimedia (81.66%). Whereas 54.16 per cent of the respondents were using audio as an educational material. This data

shows that maximum number of respondents were preferred to use PDF, Videos, Text and PPT format as an educational material.

Data regarding extent of utilization of social media for educational purposes is presents in Table 8.

### 8. Extent of utilization of social media for various educational purposes

**Table 8: Distribution of respondents according to extent of using social media for various educational purposes** (n=120)

Sr. No.	Category	Regularly	Most often	Sometime	Seldom	Never
1.	Getting updates in the field of study	92 (76.67)	15 (12.50)	10 (08.33)	03 (02.50)	00 (00)
2.	Getting aware about institutions and their educational activities	57 (47.50)	45 (37.50)	16 (13.33)	02 (01.66)	00 (00)
3.	Retrieving of instructional material like PPT, lectures, etc. related to the field of study	76 (63.33)	34 (28.33)	10 (08.33)	00 (00)	00 (00)
4.	Sharing of instructional material like PPT, lectures, etc. related to the field of study	60 (50.00)	43 (35.83)	15 (12.50)	01 (00.83)	01 (00.83)
5.	Sharing of instructional media – photos/ audio/video	73 (60.83)	31 (25.83)	11 (09.16)	04 (03.33)	01 (00.83)
6.	Retrieving of instructional media – photos/ video/audio	62 (51.66)	37 (30.83)	14 (11.66)	04 (03.33)	03 (02.50)
7.	Academic interaction with teachers	58 (48.33)	41 (34.16)	11 (09.16)	06 (05.00)	04 (03.33)
8.	Academic interaction with peer group	69 (57.50)	31 (25.83)	11 (09.16)	03 (02.50)	06 (05.00)
9.	Sharing of scientific information	56 (46.66)	35 (29.16)	19 (15.83)	07 (05.83)	03 (02.50)
10.	Retrieving of scientific information	61 (50.83)	33 (27.50)	18 (15.00)	07 (05.83)	01 (00.83)
11.	Sharing information about professional events	53 (44.16)	29 (24.16)	20 (16.66)	13 (10.83)	05 (04.16)
12.	Procuring information about professional events	37 (30.83)	30 (25.00)	20 (17.50)	21 (16.66)	12 (10.00)
13.	Development of technical skills	56 (46.66)	39 (32.50)	14 (11.66)	08 (06.66)	03 (02.50)
14.	Getting aware about technologies developed in the field of study	67 (55.83)	32 (26.66)	14 (11.66)	04 (03.33)	03 (02.50)
15.	Getting aware about research activities and events	68 (56.66)	33 (27.50)	14 (11.66)	05 (04.16)	00 (00)
16.	Retrieving instructional material for personality development	51 (42.50)	37 (30.83)	22 (18.33)	04 (03.33)	06 (05.00)
17.	Playing interactive educational games	34 (28.33)	17 (14.16)	24 (20.00)	24 (20.00)	21 (17.50)
18.	Participating in online quizzes and tests	33 (27.50)	27 (22.50)	14 (11.66)	19 (15.83)	27 (22.50)

Table 8 indicated that the majority of the respondent (76.67 %) preferred social media to get updates in the field of education on regular basis, it was followed by (63.33 %) participants regularly using instructional material like PPT, lectures etc. with respect to education and 60.83 per cent of them were found to be regularly sharing and exchanging instructional media like photos / audio / video on social media. It was also found that 57.50 per cent, 56.66 per cent, 55.83 per cent, 57.60 per cent, 50.83 per cent and 50.00 per cent of them referred social media on a regular basis for academic interaction with peer group, getting aware about research activities and events, getting aware about technologies development in the fields of study, retrieving of instructional media, photos, videos and audios, retrieving of scientific information and sharing of instructional material like ppt, lecture etc. related to field of study respectively.

With respect to academic interaction with the teachers, 48.33 per cent of the respondents used social media regularly while 34.16 per cent of them used it most often for the same purpose. When talking

of getting aware about institutions and their educational activities, 47.50 per cent of them used social media regularly, 37.50 per cent of them used it most often and 13.33 per cent of them used it sometimes for the same purpose. For development of technical skills, 46.66 per cent of the respondent used social media regularly, 32.50 per cent present used it most of them, 11.66 per cent of them used it sometimes while 6.66 per cent of them used if seldom. For participating in online quizzes and tests, the respondent used social media rarely. It was observed that 27.50 per cent, 22.50 per cent, 11.66 per cent and 15.83 per cent of the respondent preferred social media for it regularly, most often, sometimes and seldom, respectively. While, 22.50 per cent of them never used social media for participating in online quizzes and tests. While playing interactive educational games, 28.33 per cent of them used social media regularly. Whereas 14.16 per cent of them used it most often and 20.00 per cent of them seldom used social media.

### Frequency of downloading

**Table 9: Distribution of respondents according to frequency of downloading** (n=120)

Sr. No.	Category	Regularly	Sometimes	Never
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1	PDF	103 (85.83)	17 (14.17)	00 (00.00)
2	PPT	45 (37.50)	66 (55.00)	09 (07.50)
3	Video lectures	64 (53.33)	48 (40.00)	08 (06.66)
4	Audio lectures	18 (15.00)	59 (49.17)	33 (27.50)
5	Text	90 (75.00)	24 (20.00)	06 (05.00)

Table 9 showed that the distribution of respondents according to frequency of downloading of educational material in the various formats. It has been observed that maximum respondents referred PDF and Text regularly 85.83 and 75.00 per cent, respectively. Whereas 20.00 per of them downloaded text sometimes, followed by 14.16 per cent of them downloaded PDF sometimes. While 55.00 per cent of the respondents downloaded PPT sometimes, 37.50 per cent of them downloaded it on regular basis and 7.50 per

**Table 10: Distribution of respondents according to their overall uploading frequency of educational materials**

(n=120)

Sr. No.	Category	Regularly	Sometimes	Never
1	PDF	74 (61.67)	30 (25.00)	16 (13.33)
2	PPT	29 (24.17)	49 (40.83)	42 (35.00)
3	Video lectures	29 (24.17)	48 (40.00)	43 (35.83)
4	Audio lectures	16 (13.33)	46 (38.33)	58 (48.33)
5	Text	70 (58.33)	30 (25.00)	20 (16.67)

Table 10 indicated that the distribution of respondents according to their overall uploading frequency of educational materials in the various formats. It has been observed that majority of the respondents (61.66%) were regularly uploaded educational materials in the PDF format, followed by 58.33 per cent of them were regularly uploaded it in the text format. One fourth (25.00%) of respondents were uploaded PDF and Text formatted educational materials sometimes. Whereas 13.33 per cent and 16.66 per cent of the respondents were never uploaded any educational material in PDF and Text format, respectively. Sometimes 40.83 per cent, 40.00 per cent and 38.33 per cent of them uploaded educational material in the form of PPT, Video lectures and Audio lectures, respectively. While 35.00 per cent, 35.83 per cent and 48.33 per cent of the respondents were never uploaded PPT format, Video lectures and Audio lectures, respectively.

These findings are in line with the findings of Ahmed and Qazi (2011), Helou et al. (2012), Camilia et al. (2013) and Jaiswal (2019).

#### Conclusion

It has been revealed that majority of the respondents referred social site YouTube for educational purpose, followed by WhatsApp, ResearchGate, Mobile Apps, Slide share, Wikipedia, Facebook and Academia. edu for educational purposes. Whereas Blog and twitter sites and some other applications and social sites were also used by the respondents for educational purposes. Regarding frequency of using social media by the respondents for education, it was found that majority of the respondents were using WhatsApp, followed by YouTube, some other Mobile applications, Facebook once in a day. Whereas Wikipedia, any other social networking sites, Academia. edu, slide share, Twitter and Blog were used by respondents in more than once in a day.

cent respondents who never download it. Regarding downloading of video lectures, 53.33 per cent, 55.00 per cent and 6.66 per cent of the respondents were regularly, sometimes and never downloaded video lectures, respectively. In case of audio lectures downloading, 49.16 per cent downloaded audio lectures sometimes, while 15.00 per cent regularly downloaded and 27.50 per cent never downloaded the audio lectures.

#### Frequency of uploading

The findings indicated that majority of respondents were spending 8 to 46 hours per week on social media, accessed the data through data pack, preferred 9.00 pm to 12.00 am timing during day for accessing social media, and annually spending Rs. 116 to 381 /- on internet data. Regarding preferred format of teaching material on social media, majority of them were preferred to use PDF files for educational purpose, followed by video format, text format, PPT format and multimedia. Majority of the PG students were using social media regularly and most often for various educational purposes for getting updates in the field of study.

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