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Awareness on issues related to extension in social media by the agricultural extension students of Uttar Pradesh

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Abstract

This study is based on survey method of research. The study has been conducted in the state agricultural universities of Uttar Pradesh. There are four State Agricultural Universities, one Deemed to be university and two central universities with agriculture faculties located in U.P. There are six universities/ institutes in U.P. to reduce the sample size four universities (65 per cent) out of six were selected purposively for research purpose. The population/ universe of the present study was postgraduate and research scholar students of Extension education studying in the Institute of agricultural sciences, B.H.U. Varanasi, Narendra Dev University of Agriculture and Technology Faizabad, Chandra Shekhar Azad University of Agriculture & Technology, Kanpur and Sam Higginbottom Institute of Agriculture, Technology and Sciences (SHIATS) Allahabad selected proportionate random sampling. Thus total number of respondents was 100 for the sample size. From the study it was observed that the majority of respondents (80.00%) aware about Preparation of professional exams like ARS/SRF/JRF in extension, followed by Issues related to agricultural/rural development programmes (78.00%), Issues on women participation in agriculture, their leadership and empowerment (70.00%).

Keywords: Social media, facebook, twitter, whatsapp, extension

Introduction

Extension activities are generally performed by chalk, painting, poster, chart paper. As the time changed the way of performing extension activities also changed. There was no idea that extension activities can perform through mobile but now a days it is performing as big channel for extension activities. In similar fashion the social media is playing a great role in communication of technology to regional, national and global clients. The experimentation of co-operative extension in the USA has proved that Facebook and other social media can be used as platform to reach the farmers along with the traditional channels of communication. Since social media is a larger channel for sharing of news, views, communication, selling and advertisement of product and services so it is necessary to know the happening and discussion being carried out in social media. Social media can be defined as a website or internet service that allows users to interact with each other and create content instantaneously. It facilitates "conversation as opposed to traditional media, which delivers content but doesn't allow readers/viewers/listeners to participate in the creation or development of the content" (Ward, 2010, p. 1) [1]. Facebook is currently the most popular social media website in the world with over 500 million users, 50% of whom log into the site everyday (Facebook.com). In 2010, 47% of adults who access the internet used social media sites (Lenhart, Purcell, Smith, & Zickuhr, 2010). Its use also accounted for 23% of internet users' time online (Mui & Whoriskey, 2010). Social networking tools allow users to gain access to Web-mediated content to explain, collect, tag, annotate, and bookmark them in various formats, such as text, video, audio, pictures, and graphs (Macaskill & Owen, 2006) [4]. These tools encourage professionals to share their ideas, thoughts, and feelings and they provide a virtual platform to review the various resources.

Material and Methods

This study is based on survey method of research. The study has been conducted in the state agricultural universities of Uttar Pradesh. There are four State Agricultural Universities, one Deemed to be university and two central universities with agriculture faculties located in U.P. There are six universities/ institutes in U.P. to reduce the sample size four universities (65 per cent) out of six were selected purposively for research purpose. The population/ universe of the present study was postgraduate and research scholar students of Extension education

studying in the Institute of agricultural sciences, B.H.U. Varanasi, Narendra Dev University of Agriculture and Technology Faizabad, Chandra Shekhar Azad University of Agriculture & Technology, Kanpur and Sam Higginbottom Institute of Agriculture, Technology and Sciences (SHIATS) Allahabad selected proportionate random sampling. Thus total number of respondents was 100 for the sample size. According to answer.com "Awareness is the state or ability to perceive, to feel, Or to be conscious of events, objects or sensory patterns "In this level of consciousness, sense data can be confirmed by the

observer without necessarily implying understanding. More broadly, it is the state or quality of being aware of something. In the biological psychology, awareness is defined as humans or an animal's perception and cognitive reaction to a condition or event. To analyze the awareness level of respondents about issues on extension education in the social media. For the measurement of awareness index was developed. For the index twenty two statements were prepared and placed before respondents. The responses were measured in terms of Yes or No.: Index value was calculated as,

$$\text{Index value} = \frac{\text{Obtained score}}{\text{Maximum possible score}}$$

Result and discussion

Awareness on Issues generated related to extension in social media

The issues generated related to extension in social media was studied in terms of 'aware' and 'not aware'. For aware category score '1' was assigned and for not aware category score '0' was assigned after that it was counted and frequency, percentage was calculated for relevant inference.

Promotion of products and produces by extension professionals

Above issue is one of the most prominent and updated issue

in social media which is most liked and shared by extension professionals on different social networking sites. The table 1.1 shows that 65.00 per cent professional of extension education were fully aware about this issue and remaining 35.00 per cent professional were not aware about this issue of promotion of products and produces. Majority of the respondents was aware about this issue, the reason may be their interest or maybe they updated themselves with social networking sites.

Table 1: Awareness on Issues generated related to extension in social media

S. No.	Issues	Aware	Not aware
1	Promotion of products and produces by extension professionals	65 (65.00)	35 (35.00)
2	Preparation of professional exams like ARS/SRF/JRF in extension	80 (80.00)	20 (20.00)
3	Issues on women participation in agriculture, their leadership and empowerment	70 (70.00)	30 (30.00)
4	Promotion of forthcoming events (Workshop/Seminar/Symposium) and sharing of their outcome.	60 (60.00)	40 (40.00)
5	Extension directory to connect all extension professionals	44 (44.00)	56 (56.00)
6	Issues related to extension societies	53 (53.00)	47 (47.00)
7	Current trends in extension services related to eco-farming, bee-keeping etc.		
8	Problem in Agricultural extension	64 (64.00)	36 (36.00)
9	Discussion on books, journals & newspaper in extension	69 (69.00)	31 (31.00)
10	Awards and felicitation of extension professionals	53 (53.00)	47 (47.00)
11	Recruitment of extension professional.	59 (59.00)	41 (41.00)
12	Issues related to KVK and ATMA.	69 (69.00)	31 (31.00)
13	Links to organization involved in policy formulation & its practice	49 (49.00)	51 (51.00)
14	Discussion on blogs and good practices in extension contributed by its members	44 (44.00)	56 (56.00)
15	Participation of extension professional in e-discussion	33 (33.00)	67 (67.00)
16	Success stories: A farmer – KVK initiatives for growth	58 (58.00)	42 (42.00)
17	Issues related to agricultural/rural development programmes	78 (78.00)	22 (22.00)
18	Promotion of various improved agricultural technologies	68 (68.00)	32 (32.00)
19	Open learning system for extension learner and farmers	46 (46.00)	54 (54.00)
20	Information of different portals, like, Intelligent advisory system for farmers	41 (41.00)	59 (59.00)
21	Discussion on worldwide ICT initiatives in agricultural extension.	45 (45.00)	55 (55.00)

Preparation of professional exams like ARS/ SRF/ JRF in extension

This issue is utmost popular among extension professional because it is very much career oriented. Links and post are shared on social networking sites related to these exams that may be advertisement or a simple post. The table 1.1 shows that majority i.e.80.00 per cent of respondents were aware about his issue. While, only some respondents' i.e.20.00 per cent were unaware about this issue. In this research the respondents was P.G. and Ph.D. students. The reason may be that students was very much serious to make their career in the extension education, so they try to update themselves with such issues like ARS, SRF and JRF exams through social media.

Issues on women participation in agriculture, their leadership and their empowerment

Women participation plays a very important role in each field especially in agriculture. Their leadership and empowerment is discussed seen on social networking sites. From the table 1.1 majority of the students' i.e. 70.00 per cent were aware about this issue and only 30.00 per cent of the respondents were not aware about this issue of women leadership developed/shared in social sites. This was very serious issue in social media, this issue talks about women empowerment and their participation in agriculture. Majority of the respondents was aware about this issue. The reason may be that they have joined such type of groups in social media.

Promotion of forthcoming events (workshop/seminar/symposium etc.) and sharing of their outcome.

Seminar/symposium/workshop related to extension education is an important part of academics which is very valuable for extension P.G. & Ph.D. students. Such posts and links are commonly found on the social networking sites. It is very informative for students. From the table 1.1 revealed that the issues related to workshop / seminar / symposium was popular issue because 60.00 percent of the respondents were aware about this issue while only 40 percent of the respondents were not aware that such type of issues are discussed on the social networking sites. Majority of the respondents was aware about this issue the reason may be that this is career oriented issue and students never want to leave such events so they try to update themselves for such type issue.

Extension directory to connect all extension professionals

Some of the updated and aware extension professionals take initiative to strengthen extension directory through social media. Such types of issues are very popular on different social networking sites. Above table 1.1 shows that 56.00 per cent of the respondents were not aware about this issue while respondents who are aware about this issue are less in percentage i.e. 44.00 per cent. Basically such types of activities are performed on extension related groups. Majority of the respondents was not aware with this issue. The reason may be that they are connected to extension related groups and communities.

Issues related to extension societies

There are various issues regarding to extension societies on which extension professional are giving more attention. The table 1.1 shows that this issue is famous among extension professionals. The percentages of respondents who were aware in this issue are i.e. 53.00 per cent while respondents who were unaware about this issue they were 47.00 per cent.

Problem in agricultural extension

There are many problems in field of extension education which are often shared by different professionals. The table 1.1 shows that many i.e.64.00 per cent of extension professional were aware about this issue while percentages of respondents who were not aware about this issue only 36.00 per cent. The issue was influenced by the interest and awareness of the respondents. It may be the reason behind this; that the majority of the respondents were aware with such activity.

Discussion on books, journals & newspaper in extension

The respondents of the investigation were P.G. and Ph.D. students of Extension education. Generally this issue is concerned with the academics. During the preparation of questionnaire it was found that international professionals of extension are talking about these issues. The above table 1.1 shows that this issue was common and majority of respondents i.e. 69.00 per cent were aware about this issue while remaining i.e. 31.00 per cent were not aware about this issue. All respondents were extension professionals. They always try to know new things, new research in field of extension so this may be the reason that majority of respondents were aware with this issue.

Awards and felicitation of extension professionals

Various prizes are given after working better in the field of extension education. Such types of issue are updated on social

networking sites. Different extension fraternities are felicitated time to time. Their post, videos and photos are shared, liked and commented by extension professionals. The above table 1.1 shows that respondents who were aware about this were more in percent i.e.53.00 per cent and the respondents who were not aware they less in percentage i.e.47.00 per cent. Majority of the respondents were aware with such issue. The reason may be that they are the follower of such fraternity on social media.

Recruitment of extension professional

It relates directly to the career. Professionals are very serious about it hence they try to update them with internet and they share these recruitment posts through social networking sites. The above table 1.1 shows that the majority of students i.e. 59.00 per cent were aware about issues, while respondents who were not aware about the issue were only 41.00 per cent. All respondents were extension students. Everyone wants to settle with job so this may the reason that majority of the respondents are aware with this issue.

Functions and services of ATMA and KVK

KVK and ATMA play a vital role in extension service. There were various issues related to KVK. It was very important for respondents to know very well about the issues. The above table 1.1 shows that 69.00 per cent of the respondents were aware about the issues of KVK and ATMA. While only 31.00 per cent of the respondents were not aware about issue.

Links to organization involved in policy formulation and its practice

Policy formulation by organization is one of the important issues which are now prevalent in social media. This issue helps to strengthen extension and extension system. A better policy makes a forum perfect policy formulation. The above table 1.1 shows that the majority of the respondents' i.e. 51.00 per cent were not aware with the issue while remaining i.e. 49.00 per cent were aware about this issue. Majority of the respondents were not aware with such issue, the reason may be that they might have no interest in such issues.

Discussion on blogs and good practices in extension contributed by its members

Blogs are the way through which ideas and perception of different people are shared and discussed. Similar things were also seen related to extension education and service. The above table 1.1 shows that the majority of the students' i.e. 56.00 per cent were not aware with the issue which is prevalent on social networking sites, while remaining respondents only 44.00 per cent were aware with the issues on blogs discussion etc. Blogs are very popular in education, entertainment and politics. In the field of extension blogs are not much popular so it may be the reason that majority of respondents are not aware with such issue.

Participation of extension professional in e-discussion

Now a day's peoples are participating in e-discussion on various issues. Such issues are commonly seen on the social networking sites. There was an attempt to know whether extension professionals are e-ready for extension related issues. The above table 1.1 shows that majority of the respondents i.e. 67.00 per cent were not aware with the issue, while remaining ie.33.00 per cent were aware with the above issue. In my opinion agriculture students are not techno savvy like students of other discipline. In case of e-discussion it may be a big hurdle. This may be reason that majority of the not aware with such issue.

Success stories: A farmer – KVK initiative for growth

Normally success stories are narrated when a farmer perform better in particular activity. Such types of stories are shared by extension professional on social networking sites. These stories became an example stories for other farmer. The above table 1.1 shows that majority i.e.58.00 per cent of extension professionals were aware about above issue while remaining i.e.42.00 per cent were not aware about the issue. Difference between majority and remaining percentage was not more.

Issues related to agricultural /rural development programmes

Agricultural /rural development programmes are very important part of extension education. It is seen that most of extension professionals are aware about these programmes. Here the question is that, have respondents ever seen such issues on social networking site. The above table 1.1 shows that majority of the respondents i.e.78.00 per cent were aware about this issue, while only 22.00 per cent respondents were not aware about this issue. From the above table result could be drawn that majority of the respondents were aware, while there was only little percentage of respondents to know about the issue. So we can say that issues related to agricultural /rural development programmes was known by most of extension professional. The reason may be that during the study there is especially a course only for programmes so may be it can create interest among respondents.

Promotion of various improved agricultural technologies

With the help of social networking sites various improved technologies are promoted. It is very popular way for the promotion of any product or any other technologies. During review I found that this issue was found when promotion of hybrid chilly was performed by a farmer. The above table 1.1 shows that this issue was known by majority i.e.68.00 per cent of respondents, while remaining i.e.32.00 per cent of respondents were not aware about the issue. The interest and awareness of the respondent may be the reason behind this result.

Open learning system for extension learner and farmers

Some of the open learning system is available on social

networking sites for extension learner and farmer. In recent times this issue is being shared on social media. The above table 1.1 shows that majority of respondents were not aware about the issue. They were 54.00 per cent while percentage of aware students was 46.00 per cent, means they are less in number. Respondents may be not aware with such issue, due to lack of interest, knowledge or exposure. It may be the biggest reason so this issue not known by majority of the respondents.

Information of different portals like intelligent advisory system for farmers

There are different portals on internet links related to different fields available on social networking sites. Some of the portals information related to extension is available on social media such as intelligent advisory system for farmers. An attempt was made to study the awareness of the students towards this issue in terms of aware and not aware. The above table 1.1 shows that majority of the respondents i.e. 59.00 per cent were not aware with the issue, while remaining i.e. 41.00 per cent were aware with the above issue. The result from the table could be inferred that fewer professionals were aware on the issue and more professional i.e. 59.00 per cent were unaware about this issue. This may be due to lack of interest, knowledge, exposure to such events.

Discussion on worldwide ICT initiative in agricultural extension

ICT is term is mostly used in extension. Issue related to ICT initiative come under its category. Such issues are seen on the social networking sites. An interest was taken to study the awareness level of the respondents of this research. The above table 1.1 shows that majority of respondents were not aware about the issue. They were 55.00 per cent, while percentage students who were aware i.e. 45.00 per cent; it means they were less in number. From the above table result could be drawn that majority of students have not information about the issue means this issue was not popular among extension professional. The students may not be aware or they may not connect with such groups.

Association of independent variables with awareness

Table 2: Association of independent variables with awareness

Variables	Chi-square cal. Value	DF	Chi-square tab. value	Hypo.	Association
Age	6.155	2	5.991	Reject	Yes
Sex	3.180	1	3.841	Accept	No
Class	17.164	1	3.841	Reject	Yes
Background	4.585	1	3.841	Reject	Yes
Parents' occupation	13.820	6	12.591	Reject	Yes
Family income	15.040	5	11.070	Reject	Yes
Fathers' qualification	12.387	5	11.070	Reject	Yes
Mothers' qualification	6.986	2	5.991	Reject	Yes

From the above table 2.1 it was evident that in case of age the calculated chi-square value was 6.155 and the table value was 5.991 with 2 degree of freedom. Since the calculated value was more than the table value, the null hypothesis that there was no relation between age and awareness and hypothesis was rejected and the alternative hypothesis stating that there was an association between age and awareness of the respondents towards the issues of extension education appearing in social sites.

As for as the sex is concern the chi-square calculated value was 3.180 and the chi-square table value was 3.841 with 1

degree of freedom. Since the table value was more than the calculated value, it was known in the null hypothesis that there was no association between sex and awareness. Null hypothesis was accepted and the alternative hypothesis stating that there was no association between sex and awareness of the respondents towards the issues shared in social networking sites.

The chi-square calculated value of the class was 17.164 and chi-square table value was 3.841 with 1 degree of freedom. In this case the calculated value was more than the table value. The null hypothesis there was no association between class

and awareness was rejected and in the alternative hypothesis that there was an association between class and awareness of the respondents towards the issues shared in social media is accepted.

From the above table it was shown that in case of family background the chi-square calculated value was 4.585 and the chi-square table value was 3.841 with 1 degree of freedom. In this case the chi-square calculated value was more than the chi-square tabulated value. Previous research shows that in null hypothesis there was no association between family background and awareness was rejected and in the alternative hypothesis. That there was an association between family background and awareness of the respondents towards the issues of extension education appearing in social sites was accepted.

As for as the parents' occupation is concern the chi-square calculated value was 13.820 and the chi-square table value was 12.591 with 1 degree of freedom. Since the table value was more than the calculated value, it was known, in the null hypothesis that there was no relation between parents' occupation and awareness, null hypothesis was accepted and the alternative hypothesis stating that there was no association between parents' occupation and awareness of the respondents towards the issues shared in social networking sites.

Another dependent variable is family income; the chi-square calculated value was 15.040 and chi-square tabulated value was 11.070 with 5 degree of freedom. In this case the chi-square calculated value was more than the chi-square tabulated value. Previous research shows that in null hypothesis there was no association between family income and awareness was rejected and in the alternative hypothesis it was reasonable to conclude that there was an association between family income and awareness of the respondents towards the issues of extension education appearing in social sites.

The chi-square calculated value of Fathers' qualification of the respondents 12.387, chi-square tabulated value was 11.070 and degree of freedom was 5. In this case the chi-square calculated value was more than chi-square table value. The null hypothesis that there was no relation between age and awareness and hypothesis was rejected and the alternative hypothesis stating that there was an association between fathers' qualification and awareness of the respondents towards the issues shared in social sites.

As for as the Mothers' qualification is concern of the respondents, the chi-square calculated value 6.986 and chi-square tabulated value was 5.991 with 2 degree of freedom. The chi-square calculated value was more than chi-square table value. The null hypothesis that there was no relation between mothers' qualification and awareness and hypothesis was rejected and the alternative hypothesis stating that there was an association between mothers' qualification and awareness of the respondents towards the issues of extension education appearing in social sites.

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Conclusion

For agricultural development practitioners, social media tools can expand the reach of your community, strengthen partner

relationships, support programmatic initiatives, and provide a vital means to increase the visibility of your public profile and engagement. Social media is a big platform for sharing information so the study of social media with related to extension education would gather different issues, activity, news, views for use of academicians, progressive farmers, extension students as well as policy makers. It can be concluded from the above findings that maximum awareness was found in case of Preparation of professional exams like ARS/SRF/JRF in extension, Issues related to agricultural/rural development programmes, Issues on women participation in agriculture, their leadership and empowerment, Discussion on books, journals & newspaper in extension. Besides, farmers should be motivated for more awareness by training on handling of social media tools and information communication technology.

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