



# UTILIZATION PATTERN OF SOCIAL MEDIA USE BY PH.D. STUDENTS IN A.N.D. UNIVERSITY OF AG. & TECHNOLOGY, KUMARGANJ, AYODHYA (U.P.) INDIA

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## Abstract

Social media has become ubiquitous and almost inescapable, revolutionizing the way students communicate, interact and socialize and has become an integral part of their social and cultural fabric, consequently, students are spending a substantial part their time on social media. Social media is becoming one of the most popular and most accessed media of communication these days. Social media has brought different people from the different geographical area on one platform on which they can share their feeling, ideas, emotions, and thoughts on the same platform. With the advancement of science and technology, the world has come close to each other. Today people don't have to wait for the dissemination process but the condition is such that every social media user has become a source of information on their own. The daily news and views to which the social media user comes across cover a wide range of topics. These topics or subjects are related to the happenings of our surrounding. People can like, show emotions through the list of emoticons or even comment accordingly. The social media act as an umbrella that constitutes a variety of interesting features that have our life very easier. Features of tagging friends, location sharing, photo and video uploads, message chatting, video calling, searching friends etc have made our life more engaging.

**Key words:** Social Media, Student, Information, Sources.

## Introduction

Social media are technologies that facilitate social interaction, make possible collaboration and enable deliberation across stakeholders". These technologies now include blogs, wikis, media (Audios, photos, videos, texts) sharing tools, networking platforms (including Facebook) and virtual worlds (Bryer & Zavatarro, 2001). Social media has brought different people from the different geographical area on one platform on which they can share their feeling, ideas, emotions, information and much more. The Manifold social networking sites like Face book, WhatsApp, Instagram, Twitter, LinkedIn, Google and others open the door to share ideas, views and thoughts on the same platform. With the advancement of science and technology, the world has come close to each other. Today people don't have to wait for the dissemination process but the condition is such that every social media user has become a source of information on their own. The daily news and views to which the social media user comes across cover a wide range of topics. These topics or subjects are related to the happenings of our surrounding. People can like, show emotions through the list of emoticons or even comment accordingly. The social media act as an umbrella that constitutes a variety of interesting features that have our life very easier. Features of tagging friends, location sharing, photo and video uploads, message chatting, video calling, searching friends etc have made our life more engaging (NIPFP, 2016).

## Methodology

Acharya Narendra Deva University of agriculture and technology, Kumarganj, Ayodhya in the district Ayodhya (U.P.), hence the study has been purposively confined in one of its university. The particulars of the district have been furnished here has under. The district Ayodhya, is situated at 26.50°N latitude and 81.4°E longitude. Its total geographical area is 2643 square kilometer. The density of population is 1054 per square kilometer. It has five tehsils namely Faizabad, Milkipur, Bikapur Sohaval, Rudouli and community development blocks namely Sohaval, Masodha, Purabazar, Mayabazar, Milkipur, Amaniganj, Bikapur, Tarun Haringtonganj, Rudouli and Mawie At the second stage of sampling out of 11 communities development Blocks in Ayodhya district, the Milkipur development Block was selected purposively for this study because of the criteria that Acharya Narendra Deva University of Agriculture & technology, Kumarganj is situated in this Block.

Community development block, Milkipur was established in 1962. This is a post stage block according to block settlement. The block has been divided into six village development officer's circle for carrying out the development activities. This block has 10 Nyan panchayats namely Inayat Nagar, Dobhiyara, Gukula, Alipur khajuri, kuchera, Tendha, Sari, kurawan, Sidsid and Milkipur and 67 gram panchayats and 113 villages which cover a total geographical area of 2169.45 square kilometers. The total population of the Block

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according to 2011 census was 158,938 (78,528 Male and 80410 female), among them 25,872 males and 8,926 female were literate.

## Result and Discussion

Table 1 which reveals that the usage of social media pattern to different purpose by the respondents for general information as well as for different development and the social media pattern namely. Facebook, you tube, whatsapp, Telegram, Twitter, Instagram, The respondents use different purpose. So far as facebook social media sources, news (91%), agriculture information (62%), Entertainment (94%), and course study (42%), respectively. So far as Social media pattern uses like you tube was found, news (65%), Entertainment, (78%), sport news (45%), wild life news (30%), Movies (55%), respectively. So far as whatsapp usage like news (75%), entertainment (65%) and time spending (62%), respectively. So far as use of telegram like, transfer new technology,(33%), Transfer new method for managing farm (27%), Receiving information (78%), and Entertainment (25%), respectively. So far as use of Twitter like, Education knowledge development (65%), skill development (78%), Attitude development (72%), change behavior (70%), respectively. So far as pattern of Instagram like, quick display knowledge gain (48%), fast receiving message (88%), Display of awareness in class room (20%) and display of technical information (44%), respectively.

### Usefulness of social media

It is obvious from the Table 2 that among all social media user which one they like for weather information development the respondent were concerned that type of social media they use it is useful for them if respondent not use they not like that not useful for them. Facebook III<sup>rd</sup>, whatsapp 1<sup>st</sup>, rank, instagram, IV<sup>th</sup>, Imo VII<sup>th</sup>, you tube II<sup>nd</sup>, QQ X<sup>th</sup>, pinterest VIII<sup>th</sup>, befilo XXII<sup>nd</sup>, twahoo XXIII<sup>th</sup>, zoimas XXIV<sup>th</sup>, witter V<sup>th</sup>, telegram VI<sup>th</sup>, linkedin XI<sup>th</sup>, okuna XX<sup>th</sup>, reddit XIII<sup>th</sup> vero XIV<sup>th</sup>, snapchat IX<sup>th</sup>, Qzone XV<sup>th</sup>, weibo XVI<sup>th</sup>, baidutieba XVIII<sup>th</sup>, black planet XVII<sup>th</sup> in respectively. The respondents were mention the type of social media used they it called useful and that type of social media until not used it not useful for respondents.

### Identify specific problem faced in using social media

It is the apparent from that the maximum number of respondents were answer have never faced any problems the using of social media and after that, Extent of problems on the basis of respondents they faced occasionally. The Table 3 show that the majority of problems was Time spending it order got rank I<sup>st</sup>, eye pain II<sup>nd</sup>, Head ache III<sup>rd</sup>, Arm pain IV<sup>th</sup>, hand pain V<sup>th</sup>, Nerve pain IV<sup>th</sup>, and back ache VII<sup>th</sup>, respectively.

### Why do you prefer for utilization of social media

On the basis of utilization of social media respondents were classified in to three categories *i.e.* Small (up to 19), Medium (20 to 24) and large above 25. It evident from the table 4 that the respondents were found that pattern of social

media like. Facebook, save time (25%), easy to operate (48%), Effective (77%), Need (92%), attractive (88%). Whatsapp save time (14%), easy to operate (89%), Effective (93%), Need (96%), attractive (85%). Instagram save time (16%), easy to operate (55%), Effective (42%), Need (33%), attractive (90%). Imo save time (16%), easy to operate (27%), Effective (37%), Need (53%), attractive (38%). You tube save time (12%), easy to operate (23%), Effective (84%), Need (88%), attractive (98%). Twitter save time (15%), easy to operate (33%) Effective (65%), Need (46%), attractive (72%). Telegram save time (15%), easy to operate (73%), Effective (84%), Need (61%), attractive (58%), in respectively.

### Average time spent/setting in social media

The Table 5 shows that the distribution of respondents on the basis of time spent per sitting daily on social media. (75%), respondents reported that the use of social media 2-4 hours, (11%), of respondents use time one hours daily. (1%), were spending time 8-10 hours per day found using social media.

### Which package of internet use

On the basis of package of internet usage respondents were classified in to four categories *i.e.* one month, two month, six month and more than six month. The Table 6 which indicates of respondents on the basis of package for social media they use. (70%), of respondents reported that they use the package of two or three month, (24%) of respondents use the package of one month, (4%), of respondents reported they activated package of six month (2%), percent activated package of more than six month, in respectively.

### Amount spent/ sitting on social media per month

The table 7 which indicates the proportion of respondents on the basis of amount of rupees spent on social media per month. Out of respondents, use near to Rs. 500 or between (200-500 Rs.) of (63%) of respondents (32%), of respondents use up to Rs. 200 (3%) of respondents use Rs.1000, and (2%) of respondents use Rs. 1500 use on social media respectively. This finding suggests that most of the social media user spent Rs. 200 to 500 on social media use. This amount of money spent on social media usually depends on their family income and financial assistant from home.

## Conclusion

The majority of respondents in utilization of social media pattern to different purpose by the respondents for general information as well as for different development and the social media pattern namely. Facebook, you tube, whatsapp, Telegram, Twitter, Instagram, The respondents use different purpose. So far as mmaximum facebook social media sources, use for news agriculture information Entertainment and course study respectively. So far as Social media pattern uses like you tube was maximum found, news (Entertainment, (sport news wild life news Movies respectively. So far as found whatsapp usage like news entertainment and time spending, respectively. So far as minimum use of telegram like, transfer new technology Transfer new method for

managing farm Receiving information and Entertainment, respectively. So far as maximum use of Twitter like, Education knowledge development skill development Attitude development change behavior respectively.

The maximum number of respondents on the basis of time spent per sitting on social media. Reported that the use of social media 2-4 hours, one hours 11 percent, 8-10 hours 1 percent, were found using social media, respectively. Majority of respondents shows that the distribution of respondents on the basis of time spent per sitting daily on social media. Respondents reported that the use of social media 2-4 hours, of respondents use time one hour daily were spending time 8-10 hours per day found using social media.

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**Table: 1: Distribution of respondents according their utilization of social media**

**N=100**

S. No.	Social media pattern to use for different Purpose	Respondent	
		F	%
<b>1.</b>	<b>Facebook</b>		
a.	News	91	91.00
b.	Agriculture information	62	62.00
c.	Entertainment	94	94.00
d.	Course study	42	42.00
<b>2.</b>	<b>You tube</b>		
a.	News	65	65.00
b.	Entertainment	78	78.00
c.	Sport news	45	45.00
d.	Discovering/ wild life news	30	30.00
e.	Movies	55	55.00
<b>3.</b>	<b>Whatsapp</b>		
a.	News	75	75.00
b.	Entertainment	65	65.00
c.	Time spending	62	62.00
<b>4.</b>	<b>Telegram:</b>		
a.	Transfer new technology	33	33.00
b.	Transfer new method for managing farm.	27	27.00
c.	Receiving information	78	78.00
d.	Entertainment	25	25.00
<b>5.</b>	<b>Twitter</b>		
a.	Education knowledge development	65	65.00
b.	Skill development	78	78.00
c.	Attitude development	72	72.00

d.	Change behavior	70	70.00
<b>6.</b>	<b>Instagram</b>		
a.	Quick display knowledge gain	48	48.00
b.	Fast receiving message	88	88.00
c.	Display of awareness in class room	20	20.00
d.	Display of technical information	44	44.00

**Table 2: Distribution of the respondents on the basis of usefulness of social media N=100**

S. No.	Usefulness of social media.	MPS	Ranks
1.	Facebook	2.77	III
2.	Whatsapp	2.88	I
3.	Instagram	2.67	IV
4.	Imo	1.64	VI
5.	You tube	2.83	II
6.	QQ(quick question)	1.10	X
7.	Pinterest	1.22	VIII
8.	Befilo	1.0	XXII
9.	Twhoo	1.0	XXIII
10.	Zoimas	1.02	XXIV
11.	Twitter	1.84	V
12.	Telegram	1.72	VII
13.	LinkedIn	1.18	XI
14.	Okuna	1.03	XX
15.	Reddit	1.05	XII
16.	Vero	1.0	XIV
17.	Snapchat	1.14	IX
18.	Viber	0.99	XIV
19.	We chat	1.16	XIII
20.	Qzone	0.99	XV
21.	Weibo	0.99	XVI
22.	Baidutieba	0.97	XVIII
23.	Black planet	0.99	XVII

**Table 3: Distribution of respondents according problems facing in using of social media N=100**

S. No.	Problems facing	Respondents	
		MPS	Ranks
1.	Time spending	2.32	I
2.	Eye pain.	2.01	II
3.	Back ache.	1.8	VII
4.	Head ache	1.78	III
5.	Arm pain	1.74	IV
6.	Nerve pain	1.22	VI
7.	Hand pain	1.56	V

MPS=mean per score

**Table 4: Distribution of respondents according to utilization of social media****N=100**

S. No.	Categories	Respondents	
		F	%
1.	Small (up to19 )	66	66.00
2.	Medium (20 to 24)	30	30.00
3.	Large (25 and above )	4	4.00
<b>Total</b>		<b>100</b>	<b>100.00</b>

**Table 5: Distribution of respondents according to time spending in Social media****N=100**

S. No.	Time spent/sitting on Social Media	Respondents	
		F	%
1.	One hour	11	11.00
2.	2-4 hour	75	75.00
3.	4-6 hour	13	13.00
4.	8-10 hour	1	1.00
5.	More than 10 hour	0	0
<b>Total</b>		<b>100</b>	<b>100.00</b>

**Table 6: Distribution of respondents according package of internet use****N=100**

S. No.	Package of internet use and activate.	Respondents	
		F	%
1.	One month	24	24.00
2.	Two month	70	70.00
3.	Six month	4	4.00
4.	More than	2	2.00
<b>Total</b>		<b>100</b>	<b>100.00</b>

**Table 7: Distribution of respondents according to rupees spent on social media per month N=100**

S. No.	Rupees spent on social media per month	Respondents	
		F	%
1.	Rs.200	32	32.00
2.	Rs.500	63	63.00
3.	Rs.1000	3	3.00
4.	Rs.1500	2	2.00
5.	More than 3000	0	.00
<b>Total</b>		<b>100</b>	<b>100.00</b>