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Assessment of the Use of Social Media by Farm Scientists of Colleges of Agriculture, and Dairy Science, Zars, Kvk, Kalaburagi Deistic: A Case Study

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ABSTRACT

The growth and popularity of Social Media is a Information Communication Technology. It is one person to anther persons communicate, transformation collaboration of the information. it is online communication sites, improving the new knowledge and very useful of social media. It is helps in Academic work, Research work, Extension work, etc. It is plural of medium, channels, websites, tools, number of searching ways information communication it is a process, access, learning, searching, creating, the new ideas, messages, offline and online information communication use of social media, social media it is a very important and use of many more number of people in our related work, The well structured questionnaires was designed and used to collect the data to know the various of use of social media by farm scientists of the college of agriculture Kalaburagi, college of dairy science mahagvan, zonal agriculture research station, Kalaburagi (ZARS) and krishi vignana Kendra (KVK) Kalaburagi districts it studies about how it has been improving their information communication skills in the field of farm.

Keywords: *Use of Social Media, Farm Scientists, Use of Information Communication Patron*.

INTRODUCTION

Since the social media is very popular media it is a information communication technology and information transformation of social media it is a very important and very useful tools, social media it is a everyone where can add or edit information it is a digital tools allow users to change and create, dynamic publish content (Aharony, 2008) social media it is a many more millions of users has attracted of whom have integrated their daily these sites use and practices, the social media refers to the information communication plural of medium, channels, we education, movies, disseminate news, promotional, music's, messages, telephone and online newspapers, magazines, television, all are very important.

The social media there are hundreds of websites, various technologies among the use of farm scientists rather than being the passive recipients of knowledge transmitted of farm scientists. the scientists is events participants in the information process, learning, information searching, teaching, research work, extension work, and administration management created the new ideas all about communication social media is very important.

There are different types of social media

- Internet social media
- Broadcast social media
- The print social media

Internet is social media it is a growing at the expense and it is world's fastest growing of social media,

Broadcast is social media it is television, radio, it is use full of 100 years ago,

The print is social media it is hard copy of the social media for example books, newspapers, magazines, journals, and reports, etc. All are oldest communication social media.

A number of people information communication technologies are used in our work, sharing, sending, seeking, learning, working, shopping, all are online collective the content, and collaborate.

Definition of Social Media

"Communication channels through which news, entertainment, education, data, or promotional messages are disseminated media includes every broad casting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, tax, and internet media is the plural of medium and can take a plural or singular verb, depending on the sense intended"(1)

"Data storage material divided in to three broad categories according to the recording method: 1. Magnetic, such as disketles, disks, tapes, 2. Optical, such as microfiche, and 3. Magneto optical, such as CDs and DVDs" (2) Business Dictionary.

According to Collins dictionary, media is "The means of communication that reach large numbers of people, such as radio newspapers and television" (3)

Scope and Limitation of the Study

The present study is entitled "Assessment the Use of Social Media by Farm Scientists of College of Agriculture, and College of Dairy Science, ZARS, KVK, Kalaburagi District: A Study of Karnataka" measures the use of media by farm scientists of the all Farm stations in Kalaburagi district in karnatak.

Objectives of the Study

The general objectives of this study are to investigate the impact of the use of social media by farm scientists of colleges and research stations, the specific objectives are to...

- To know the search engine used for information seeking
- To know the communication tools of social media
- To know the accessibility of seeking information

Research Methodology

In this study survey method and questionnaire tools were used to collect data. A structured questionnaire was prepared covering the relevant aspects of the study it was distributed to use of social media by farm scientists of college of agriculture and dairy science, Zonal Agriculture Research Station (ZARS), krishi viganana Kendra (KVK), which are located Kalaburagi district in the questionnaire was total 112 questionnaires were distributed to the farm scientists college of agriculture Kalaburagi 45 questionnaires and college of dairy science mahagav 45 questionnaires and ARS, KVK, 22 questionnaires.

Study Area

The present study conducted in the farm scientists (Kalaburagi) which is a part of Kalaburagi district.

Sources of Data: Field Survey

Population of the study: Farm Scientists

Sample size: 112

Sampling Method

In order to meet the research objectives of study, the data has been collected through simple random sampling method.

Method for data collection

A structured interview schedule will be prepared and used for collecting primary data from the farm scientists of college of agriculture Kalaburagi, college of dairy science mahagavan, zonal agriculture research station, and krishi vignana Kendra Kalaburagi district both open ended and close ended questions will be including in the schedule.

Statistical Tools

Percentage analysis used for comprehensive result, to achieve the objective of the study.

Analysis and Interpretation of Data Findings

After collecting the data from farm scientists, the data was checked and analysed according to the objectives stated.

Table1. *Sample and Rate of Responses*

Respondents	No. Of Questionnaires distributed	No. Of Questionnaire Received	Total Percentage
Farm Scientists	120	112	93.3%

Table 1. Shows that the distributions of the number of questionnaires and rate responses among the respondents. In total 120 questionnaires were distributed among Farm Scientists of Use of social Media by Farm Scientists of Colleges of Agriculture, and College of Dairy Science, ZARS, KVK, Kalaburagi Deistic: A Study, Karnataka out of 120 questionnaires, 112 were received back and rate of result is 93.3%.

Table2. *Sex Wise Distribution of Respondents*

Sex	No of Respondents	Percentage (%)
Male	75	66.9%
Female	37	33%
Total	**112**	**100**

The table 2 reveals that gender-wise distribution of respondents of the total 112 respondents surveyed, 75(66.9%) are male and 37(33%) respondents are female It can be inferred from the study that male respondents are more responsive than female respondents.

Table3. *Age Distribution of Respondents*

Age	No of Respondents	Percentage (%)
25-34	48	42.8%
35-44	33	29.4%
45-54	19	16.9%
54-62	12	10.7%
Total	**112**	**100**

It is found from table- 3 that 48(42.8%) of the respondents are between 25-34 years of age group, followed by 33(29.4%) of the respondents in the age group 35 to 44 while, 19(16.9%) of the respondents have 45 to 54 years of age and above. However, 12(10.7%) of the respondents are between 54 to 62 years of age group.

Lastly, it can be concluded that majority of the respondents are 48(42.8%) from 25-34 years group of age.

Table4. *Designation Wise Distribution of Respondents*

Designation	No of Respondents	Percentage (%)
Professor	12	10.7%
Scientists	30	26.7%
Associate Professor	18	16%
Assistant Professor	52	46.4%
Total	**112**	**100**

Table 4 shows the designation wise distribution of the from scientists respondents maximum number of the respondents are assistant professor, more than majority of the respondents are assistant professor 52(46.4%), and 30(26.7%) percent of respondents are scientists, and 18(16%) percent of respondents are associate professor, and 12(10.7%) respondents.

Finally it can be concluded that majority of the respondents 52(46.4%) designation of assistant professor.

Table5. *Frequency Use of Information Communication Social Media*

Frequency	No of Respondents	Percentage (%)
Daily	28	25%
Twice weekly	35	31.2%
Once in a week	19	16.9%
Once twice in 15 days	20	17.8%
Once twice in monthly	10	8.9%
Total	**112**	**100**

It is observed from the above table that 35(31.2%) of the respondents are using communication media twice weekly, follow by daily 28 (25%), once in a week 19(16.9%) and once twice in 15 days 20(17.8%), Hence, 10(8.9) of the farm scientists using the communication media.

It is conclude that 35(31.2%) of the farm scientists are using communication media twice weekly.

Table6. *Search Engines used for Information Seeking in Social Media n=112*

Searching Information	Always	Frequently	Some Time	Occasionally	Seldom	Never
Google	85 (75.8%)	12 (10.7%)	10 (8.9%)	5 (4.4%)	0	0
MSN	20 (17.8%)	19 (16.9%)	40 (35.7)	15 (13.3%)	10 (8.9%)	8 (7.1%)
Lycos	13 (11.6%)	28 (25%)	16 (14.2%)	25 (22.3%)	20 (17.8%)	10 (8.9%)
Rediff mail	50 (44.6%)	23 (20.5%)	19 (16.9%)	11 (9.8%)	9 (8%)	00
WebCradler	36 (32.1%)	25 (22.3%)	28 (25%)	13 (11.6%)	6 (5.3%)	4 (3.5%)
Yahoo	44 (39.2%)	31 (27.6%)	12 (10.7%)	10 (8.9%)	5 (4.4%)	10 (8.9%)
Alta Vista	15 (13.3%)	23 (20.5%)	31 (27.6%)	21 (18.7%)	9 (8%)	13 (11.6%)
Info seek	8 (7.1%)	29 (25.8%)	33 (29.4%)	18 (16%)	15 (13.3%)	9 (8%)

Table-6 shows the search engines used for information seeking media. The date presented in table-6 shows that majority of the respondents 85(75.8) are using search engines for information seeking of social media "Always" that Google, 40 (35.7%) sometime Microsoft network (MSN), while 28 (25%) "Frequently" that the Lycos, Rediff mail 50(44.6%) of the respondents "Always" Hence, 36(32.1%) "Always" that Web Cradler, 44(39.2%) "Always" that Yahoo, 31(27.6%) of the sometime that in Alta visit, where as 33(29.4%) sometime that info seek are using the search engines of communication social media.

Table7. *Information Communication Technology Tools used for Information Seeking n=112*

Information Communication Technology (ICT)	Always	Frequently	Some times	Occasionally	Seldom	Never
Radio/ community radio	31 (27.6%)	18 (16%)	15 (13.3%)	19 (16.9%)	10 (8.9%)	19 (16.9%)

Television	89 (79.4%)	15 (13.3%)	5 (4.4%)	3 (2.6%)	00	00
Web sites and portals	55 (49.1%)	18 (16%)	16 (14.2%)	15 (13.3%)	6 (5.3%)	00
Mobile / Telephone	90 (80.3%)	10 (8.9%)	5 (4.4%)	7 (6.2%)	00	00
Social media (Face book / E-mail /Blogs/ YouTube WhatsApp, Twitter)	85 (75.1%)	12 (10.7%)	5 (4.4%)	6 (5.3%)	4 (3.5%)	00
Traditional media	40 (35.7%)	18 (16%)	26 (23.2%)	14 (12.5%)	10 (8.9%)	4 (3.5%)
CD-ROM/DVD/ pen drive	20 (17.8%)	19 (16.9%)	40 (35.7%)	15 (13.3%)	11 (9.8%)	7 (6.2%)
Microfilm /Microfiche, etc.	26 (23.2%)	14 (12.5%)	36 (32.1%)	21 (18.7%)	13 (11.6%)	2 (1.7%)
Digitized documents	46 (41%)	29 (25.8%)	15 (13.3%)	11 (9.8%)	10 (8.9%)	00
Video Conferencing/Video text/Tele text/ Photocopying	20 (17.8%)	17 (15.1%)	38 (33.9%)	16 (14.2%)	14 (12.5%)	7 (6.2%)

According to the above table majority of the respondents 31(27.6%) use of radio/communication radio always, 89(79.4%) use of television always, while a majority of the respondents 55(49.1%) web sites and portals use always, 90(80.3%) always use mobile/telephone, whereas social media (face book/e-mail/blogs/YouTube/whatsApp, twitter 85(75.1%), traditional media 40(35.7%) microfilm/microfiche, etc 36(32.1%), digitized documents 46(41%), and video conferencing video text, tale text/photocopying 38(33.9%) is sometime used by the respondents.

Table8. *Purpose and Frequency of Information Search in Social Media n=112*

Purpose /mode	Everyday	Occasionally	As and when needed	Sometime	Rarely	Never
Research work	66 (58.9%)	12 (10.7%)	18 (16%)	16 (14.2%)	00	00
General awareness	19 (16.9%)	27 (24.1%)	14 (12.5%)	33 (29.4%)	13 (11.6%)	6 (5.3%)
New investigations	14 (12.5%)	25 (22.3%)	13 (11.6%)	40 (35.7%)	8 (7.1%)	12 (10.7%)
Preparing answers to questions	55 (49.1%)	15 (13.3%)	21 (18.7%)	5 (4.46%)	6 (5.3%)	10 (8.9%)
Class notes preparation	58 (51.7%)	9 (8%)	15 (13.3%)	11 (9.8%)	12 (10.7%)	7 (6.2%)
Observation and experiments	48 (42.8%)	36 (32.1%)	11 (9.8%)	12 (10.7%)	5 (4.4%)	00
Preparing / Supplementing lectures	36 (32.1%)	25 (22.3%)	28 (25%)	13 (11.6%)	6 (5.3%)	4 (3.5%)
Discussions	20 (17.8%)	19 (16.9%)	40 (35.7%)	15 (13.3%)	11 (9.8%)	7 (6.2%)
Extension activities	26 (23.2%)	14 (12.5%)	18 (16%)	40 (35.7%)	10 (8.9%)	4 (3.5%)

Table 8 reported that 66(58.9%) of respondents everyday that from the research work, 33(29.4%) sometime that from the general awareness, while 40(35.7%) sometime that the new investigations 55(51.7%) everyday that from the preparing answers to questions, while 58(51.7%) everyday that the class notes preparation, 48(42.8%) everyday that the observation and experiments, 36(32.1%) everyday that the preparing/supplementing lectures, 40(35.7%) as and when needed that the discussions, and extension activities 40(35.7%) sometime used tools of the respondents purpose and frequency of information search.

Table9. *Method of Accessibility for Information Seeking in Social Media n=112*

Access for Information Channel	Everyday	Occasionally	As and when needed	Sometime	Rarely	Never
Reprint of publications	40 (35.7%)	18 (16%)	26 (23.2%)	14 (12.5%)	10 (8.9%)	4 (3.5%)
Attending seminars, Conferences, Symposia	85 (75.8%)	12 (10.7%)	10 (8.9%)	5 (4.4%)	0	0
Accessing on-line database	55 (49.1%)	18 (16%)	16 (14.2%)	15 (13.3%)	6 (5.3%)	00
Writing a letter to friends in India/ Abroad	10 (8.9%)	11 (9.8%)	17 (15.1%)	40 (35.7%)	12 (10.7%)	22 (19.6%)
Telephone, cell phone	50 (44.6%)	23 (20.5%)	19 (16.9%)	11 (9.8%)	9 (8%)	00
Fax	11 (9.8%)	18 (16%)	10 (8.9%)	45 (40.1%)	16 (14.2%)	12 (10.7%)
e-mail	89 (79.1%)	15 (13.3%)	5 (4.4%)	3 (2.6%)	00	00
Personal visit to a subject matter specialist/ experts/ scientists	13 (11.6%)	28 (25%)	16 (14.2%)	25 (22.3%)	20 (17.8%)	10 (8.9%)
Personal collection from colleagues/ co-workers	20 (17.8%)	19 (16.9%)	40 (35.7%)	15 (13.3%)	11 (9.8%)	7 (6.2%)
University and College Library	45 (40.1%)	14 (12.5%)	17 (15.1%)	10 (8.9%)	20 (17.8%)	16 (14.2%)
Departmental / Institute Library	19 (16.9%)	27 (24.1%)	14 (12.5%)	33 (29.4%)	13 (11.6%)	6 (5.3%)

The data presented in table-9 shows that majority of the respondents 40(35.7%) are accessible for seeking information everyday that reprint of publications 85(75.8%) everyday attending seminars, conferences, symposia, while 55(49.1%) everyday that the accessing online database, writing letter to friends in India/abroad for this statement 40(35.7%) of the respondents sometime, Hence, 50(44.6%) everyday that the telephone, cell phone, 45(40.1%) sometime that fax,89(76.1%) of the respondents everyday that in e-mail, whereas 28(25%) occasionally that personal visit to a subject matter specialist/experts/scientists 40(35.7%) of the as and when needed that personal collection form colleagues/co-workers, 45(40.1%) of the respondents everyday's that in university and college library, whereas 33(29.4%) sometime department/institute library.

FINDINGS OF THE STUDY

- All 112 (93.3%) respondents' farm scientists are aware of use of social media. College of agriculture and dairy science, ZARS, and KVK all station in Kalaburagi district.
- Respondents consists of 75 male (66.9%) and 37 female (33%).
- Majority of farm scientists 52(46.4%) are having the assistant professor
- Majority of farm scientists 35(31.2%) are using of communication media for twice weekly visit use of media in our work
- Many of the farm scientists high percentage of the respondents 85(75.8%) got search engines used for information seeking media from Google, followed by always to rediffmail 50(44.6%), yahoo 44(32.1%), 31(27.6%), Alta vista, 36(32.1%), Web Cradler and info seek 33(29.4%).
- Majority of farm scientists are having information communication technology tools used for information seeking, mobile/ telephone90(80.3%) for using the media tools, followed by social media (face book/e-mail/ blogs/YouTube whatsapp, twitter, 85(75.1%), 46(41%), digitized documents, 40(35.7%) traditional media, video conferencing/ video text/ photocopying 38(33.9%), and radio/ community radio 31(27.6%).
- Respondents are more everyday's to research work 66(58.9%), followed by 58(51.7%) class notes preparation, and preparing answers to questions using for everyday, 55(49.1%), and 48(42.8%), Observation and experiments and 40(35.75), new investigation, and extension activities 40(35.7%).
- Majority of farm scientists are having accessibility for seeking information, e-mail 89(79.1) for seeking information, 85(75.8%), everyday to attending seminars, conference, symposia, 55(49.1%) accessing online database, 50(44.6%), telephone, cell phone, everyday and sometime to fax 45(40.1%) and some time to writing a letter to friends in India/abroad and as and when needed. To personal collection from colleagues/co-workers 40(35.7%).

CONCLUSION

The study says that the agriculture scientists use of social media. from our different types of work, and different types of information and communication, transformation of information technology. Now present generation is very fast day by day improment of the work communication. The use of social media has to be encouraged in the farm universities and needed our practical training programmes and research works teaching, and extension work, should be use of social media. However, before the preparations of the class notes, discussions, extension activates, general awareness, of information effectiveness use of social media in farm scientists. Is provide observation experiment, digital documents and implementation use of social media.

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