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Impact of social media as a source of agriculture information

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Abstract

The present study entitled “Impact of social media as a source of agriculture Information “ was under taken in the year 2018 by in district Unnao of Uttar Pradesh, Thus selected total number of 120 respondents in 60 respondents for the study purpose were selected from two block of unnao district. 43.3 percent of respondents were belonging to OBC group of cast. 40.0 percent of respondents were doing agriculture occupation. 42.5 percent of respondents were educated graduate and above level, followed by 26.7 percent of respondents were educated up to intermediate level, while 11.7 percent of respondents were educated up to high school level. 9.1 percent of respondents were educated up to primary level, 5.8 percent of respondents were educated up to secondary level, while 4.2 percent of respondents were illiterate. Education plays an important role to respondents develops their economic and social status and also improved the overall status of smart respondents.

Keywords: Agricultural, information, knowledge, source, social media

Introduction

Social media refers to the internet-based digital tools for sharing and discussing information among people. It refers to the user generated information, opinion, video, audio and multimedia that is shared and discussed over digital networks. Social media as forms of electronic communication through which users can create online communities to share information, ideas, personal messages and other content. The definition is focused on three basic components – content, communities and Web 2.0 and operationalises social media as the interaction of people and also to creating, exchanging and commenting contents in virtual communities and networks. Social media is not about what each one of us does or says, but about what we do or say together, worldwide, to communicate in all directions at any time by any possible digital means. Social media are basically digital technologies facilitating communication of user generated content through constant interaction. In a nut shell, social media are web based tools of electronic communication that allows users to interact, create, share, retrieve and exchange information and ideas in any form (text, pictures, video, etc.) that can be discussed upon, archived and used by anyone in virtual communities and networks. Aspects of social media that makes them an important and accessible tool in development communication are their easy access through mobile phones, mass-personal communication and mass-self communication, a larger set of weak ties to ensure receipt of novel ideas, high degree of connectedness and link ability and content sharing across multiple platforms.

Research Methodology

The study was conducted in Unnao district with two blocks during the year 2017-18, 60-60 respondents were selected from each block total 120 respondents were selected from random sampling method. In the research development and independent variables are divided. So dependent and independent variables namely age, religion, caste, marital status, occupation, types of house, size of family, size of land holding and social participation etc. The data so collected were subjected to Statistical analyses for which statistical tool, such as percentage, weighted mean, rank and correlation coefficient etc. were used.

Results

Table 1: Distribution of respondents according to caste N=120

Caste	Frequency	Percent
General	42	35.0
OBC	52	43.3
SC/ST	26	21.7
Total	120	100.0

Table 1 denotes the distribution of respondents according to caste; it was found that mostly 43.3 percent of respondents belonged to OBC group of caste. The respondents belonging to General category were about 35.0 percent, while SC/ST group of caste category were about 21.7. Caste is an important factor in rural as well as urban area to developing the respondent's condition.

Table 2: Distribution of respondents according to occupation N=120

Occupation	Frequency	Percent
Agriculture	48	40.0
Service	9	7.5
Agriculture labour	3	2.5
Business	11	9.2
Private job	25	20.8
Agro based enterprises	24	20.0
Total	120	100.0

Table 4: Distribution of respondents according to mean score of social media knowledge in agriculture information N=120

S. No.	Social Media Knowledge	Yes	No	Mean Score	Rank
1.	Face book	37.5	62.5	1.38	II
2.	Whats App	43.3	56.7	1.43	I
3.	Google	18.3	81.7	1.18	III
4.	Wikis	-	100.0	1.00	VI
5.	Twitter	1.7	98.3	1.02	V
6.	Blog	-	100.0	1.00	VI
7.	YouTube	16.7	83.3	1.17	IV
8.	LinkedIn	-	100.0	1.00	VI

Table 4 shows that social media in agriculture information, 43.3 percent of respondents have to used whatsapp as their main social media platform when looking for agriculture information with mean score 1.43 and rank I, Whereas, 37.5 percent of respondents have to know face book with mean score 1.38 and rank II, 18.3 percent of respondents followed by Google with mean score 1.18 and rank III, 16.7 percent are the least used indicated with mean score 1.17 and rank IV, 1.7 percent respondents of twitter with mean score 1.02 and rank V, 00.0 percent respondents of wikis, blog, LinkedIn with same mean score 1.00 and same rank VI. The findings clearly illustrate the major platforms in use by farmers to source for agriculture information.

Conclusion

The study further deduces that respondents in the study area source for agricultural information from a variety of avenues, key among which include the internet, social media and extension service. The study further deduces that a majority of respondents have a positive attitude to words the use of social media in seeking agricultural information hence the assumption that social media is largely beneficial as a source of agricultural information and that it is also cheap and convenient. A majority however seem to be discouraged by

Table 2 reveals that distribution of respondents according to occupation, 40.0 percent of respondents were doing agriculture, 20.8 percent of respondents were doing private jobs, 20.0 percent of respondents were agro based enterprises and 9.2 percent of respondents were doing business, 7.5 percent of respondents were doing service, whereas, 2.5 percent of respondents were agriculture labour.

Table 3: Distribution of respondents according to education N=120

Education	Frequency	Percent
Illiterate	5	4.2
Up to primary	11	9.1
Secondary	7	5.8
high school	14	11.7
Intermediate	32	26.7
Graduate and above	51	42.5
Total	120	100.0

Table 3 shows the distribution of respondents according to education level, maximum 42.5 percent of respondents were educated up to graduate and above level, following by 26.7 percent of respondents were educated Intermediate level, while 11.7 percent respondents were educated high school level. 9.1 percent of respondents were education up to primary level, 5.8 percent of respondents were education secondary level, 4.2 percent of respondents education illiterate level. Education plays an important role to farmer develops their economic and social status and also improved the overall status of smart farmers.

the perceived technical difficulties in accessing the information. It can further be deduced from the findings obtained that WhatsApp is the most common social media platform among farmers in the study area, a majority of whom use the media on a weekly basis. It can also be deduced that overall, social media users in the study area access the various platforms from weekly to monthly basis depending on the popularity of the platforms. However, while social media is increasingly being taken up by farmers in the study area, the same is yet to be fully utilized to obtain agricultural information. A significant number either rarely or never use the media to obtain agricultural information. While most farmers using social media are active on the same, most do not share agricultural information. Respondents are split on whether they find the platform fulfilling their information needs. Among the most challenges faced include poor network access, power outages and costly charges when accessing the internet.

Recommendation and Suggestion

1. Social media can play a role in building feedback mechanisms and allowing for the monitoring and evaluation of the impact of agriculture projects. Social media can also be utilized more because it is cheaper to

access hence it can be advantageous to organizations who want to disseminate agriculture information.

2. A study can be done on the effectiveness of social media in shaping the contents of agriculture programmes on traditional media.
3. Social media can complement communication campaigns that for instance users to take up agriculture as an alternative source of employment and it can also be beneficial as platform for lobbying on agriculture matter.

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