



Information Seeking Behavior and Utilization of Social Media for Agricultural Information by Farmers of Prayagraj District of Uttar Pradesh

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Abstract: Social media is becoming very important implement in agriculture to edge people to people due to its capacity to connect with farmers and agribusiness people around the globe over hug geographical distances. At present time there are 2.078 billion social media user in the world. The study was conducting in purposely selected Prayagraj district of Uttar Pradesh of also purposely two selecting blocks two villages from each block. Selected for the study Thus, in all, four villages thirty farmers were selected randomly. Thus, total 120 respondents were selected randomly and interviewed with the help of well semi structured schedule. The statistical tools/technique was used to computing the data and information. Descriptive research design was followed for the analysis. Maximum number respondents communicate through social media and WhatsApp is highly exposed and adopted by the respondents in the study area. Smart phones, computer usage and internet should be promoted among stakeholders (esp. farmers).majority of the respondents information getting through Kisan SMS Portal. The highest utilization level of the respondents about social media programme was WhatsApp with a weighted mean score of 1.58 and it was ranked first, followed by the Kisan SMS Portal a weighted mean score was 1.43 with ranked was second, while YouTube was ranked third and so on.

Keywords: Social media, Descriptive research design, Utilization.



Introduction

Social media is derived from the two operating words social and media. Social means the interaction between individuals of common interest of the community. Social media transfer information from the source to all receivers in social system. The social media is an internet based application that helps in creation and exchange of an ideas or information. Social media is a systematic platform for sharing online ideas and information through electronic communication. In present time social media is an effective media of communication. Social media is the fastest way to communicate of all worlds. Social media is the part of everyday life of human being. The main purpose of social media is sharing information and creating awareness. The farmers of rural areas should understanding about the use of social media for their agricultural growth. In addition to use of social media is on personal basis, they also share updates. Social media starts sharing of creation, information and advices for the particular cause of action.

Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the popularity of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly technological world. The way web users interact and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships.

RESEARCH METHODOLOGY

The present study was conducted in Chaka block of Prayagraj district of Uttar Pradesh. 08villages from Chaka block were selected by Random sampling. Chaka block and 120 respondents (15- 20 respondents from each village) were selected for study. The study was based



on both Primary and Secondary data. Descriptive research design has been used in the present study. The data was collected from respondents by using the pre structured interview schedule. Data analysis is done through frequency and percentage distribution using statistical tools. For calculating percentage, frequency was multiplied by 100 and divided by total number of Respondents.

Table : 1 OVERALL LEVEL OF SOCIO- ECONOMIC CHARASTERISTICS OF THE RESPONDENTS

S. No.	Category	Frequency	Percentage
1.	Low (8-12)	36	30.00
2.	Medium (13-17)	47	39.16
3.	High (18-22)	37	30.84
	Total	120	100.00

Result & Discussion

Table 2: Information seeking behaviour of the respondents towards social media

S No	Programmes	Fully known		Partially Known		Not known		Total Weighed score	Weighed mean score	Rank Order
		F	%	F	%	F	%			
1	WhatsApp	93	77.5	4	3.33	23	19.16	190	1.58	II
2	Kisan SMS portal	99	82.5	9	7.5	12	10	207	1.72	I
3	Kisan call center	91	75.8	7	5.83	22	18.33	189	1.57	III



4	You Tube	87	72.5	3	2.5	30	25	177	1.47	IV
5	Facebook	79	65.8	6	5	35	29.16	164	1.36	V
6	e-choupal	31	25.8	27	22.5	62	51.66	89	0.74	VI
7	AGRISNET (Agricultural)	10	8.33	13	10.8	97	80.83	33	0.27	VII

Table 2 Indicated that the majority of the respondents information getting through Kisan SMS Portal 82.5 per cent respondents fully known, while 10 per cent respondents not known and only 7.5 per cent respondents partially known about Kisan SMS Portal. 77.5 per cent fully known followed by 3.33 per cent respondents partially known and 19.16 per cent respondents not known about WhatsApp. Majority of the respondents 75.83% fully known, followed by 5.83 per cent respondents partially known and 18.33 per cent respondents not known about Kisan Call Centre. 72.5 per cent respondents information getting through YouTube, while 25 per cent respondents not known and 2.5 per cent respondents partially known about YouTube. 65.83 per cent respondents information getting through Facebook followed by 5 per cent respondents partially known and 29.16 per cent respondents not known about Facebook. 51.66 per cent respondents not known about e-Choupal while 25.83 per cent respondents fully known, followed by 22.5 per cent respondents fully known about e-Choupal. Maximum number of respondents 80.83 per cents not known, while 10.83 per sent respondents partially known about AGRISNET and only 10 per cent of respondents information getting through AGRISNET.



Fig 1: Total Information seeking behaviour of the respondents towards social media.

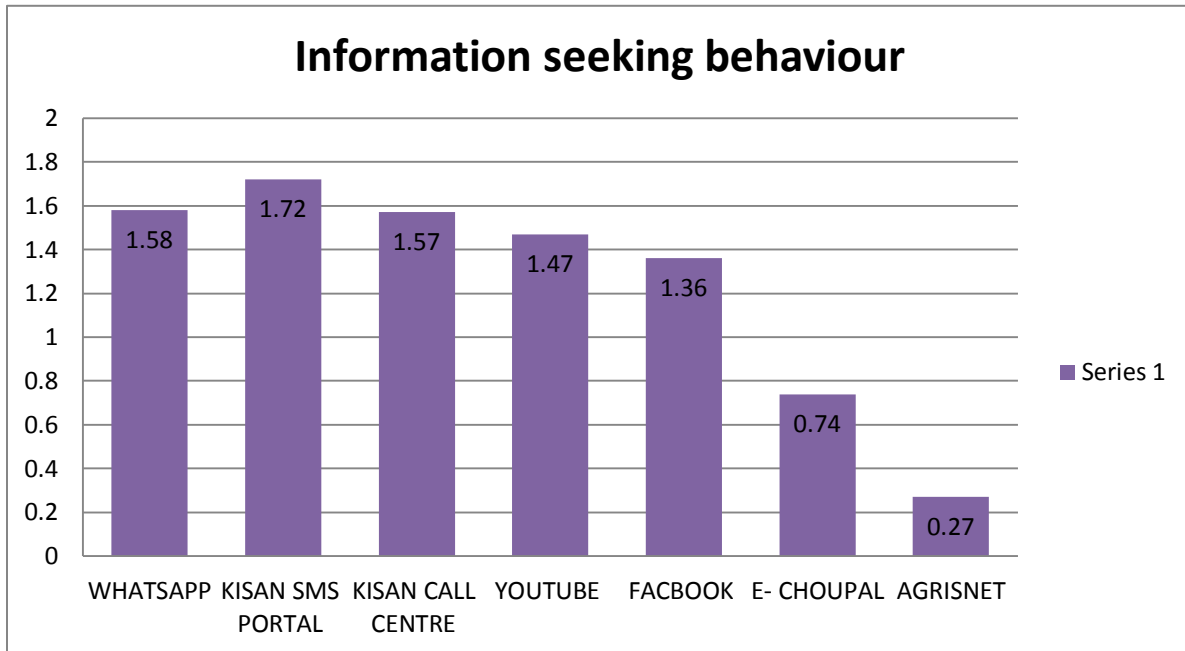


Fig. 1 indicated that the highest information communication behaviour of the respondents about social media programme was Kisan SMS Portal with a weighted mean score of 1.72 and it was ranked first and respondents using communication purpose, agricultural information and as well as entertainment purpose, followed by WhatsApp with a weighted mean score was 1.58, while Kisan Call Centre with a weighted mean score 1.57 and it was ranked third. YouTube with weighted mean score 1.47 and it was ranked fourth, followed by Facebook with weighted mean score 1.36 and it ranked was fifth, e-Choupal and AGRISNET is minimum used by the respondents in the study area got rank orders 6th and 7th respectively.



Table 3: Utilization level of the respondents regarding social media:

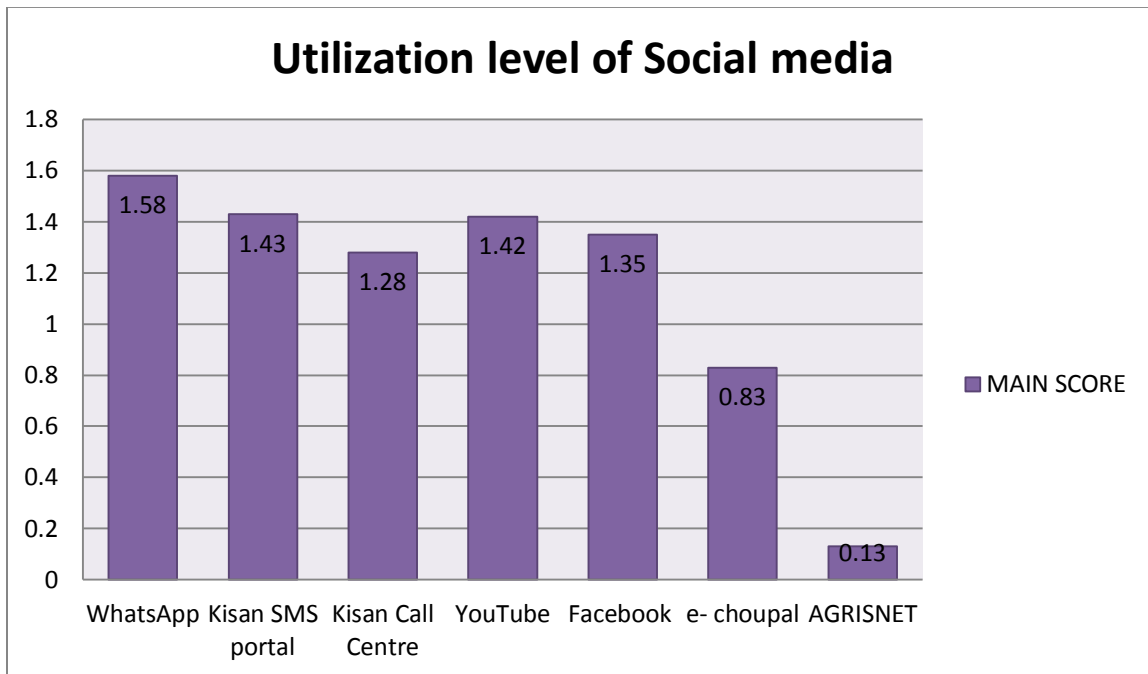
S No	Programmes	Fully known		Partially Known		Not known		Total Weigh hted score	Weigh ed mean score	Rank Order
		F	%	F	%	F	%			
1	WhatsApp	91	75.8	8	6.66	21	17.5	190	1.58	II
2	Kisan SMS portal	85	70.8	2	1.66	33	27.5	174	1.43	I
3	Kisan call center	75	62.5	4	3.33	41	34.16	154	1.28	III
4	You Tube	82	70.8	7	5.83	31	25.83	171	1.42	IV
5	Facebook	79	65.8	5	4.16	36	30	163	1.35	V
6	e-choupal	23	19.1	5	4.16	92	76.66	51	0.83	VI
7	AGRISNET (Agricultural)	7	5.83	2	1.66	111	92.5	16	0.13	VII

Table 3 indicates that majority of respondents 70.83 per cent strongly agree, while 27.5 per cent respondents disagree and 1.66 per cent respondents agree about Kisan SMS Portal. Maximum number of the respondents 75.83 per cent ‘strongly agree’ while 17.5 per cent respondents disagree and 6.66 per cent respondents agree to adopt WhatsApp. Majority of the respondents 70.83 per cent ‘strongly agree’, while 25.83 per cent respondents disagree and 5.83 per cent respondents agree with YouTube. Maximum number of the respondents 65.83 per cent ‘strongly agree’ while 30 per cent respondents disagree and only 4.16 per cent respondents agree with Facebook. Majority of the respondents 62.5 per cent ‘strongly agree’ while 34.16 per cent respondents ‘disagree’ and only 3.33 per cent respondents agree with Kisan Call Centre. Maximum number of the respondents 76.66 per cent ‘disagree’ followed by 19.16 per cent respondents ‘strongly agree’ and only 4.16 per cent respondents agree with e- Choupal.



Maximum number of respondents (92.12%) ‘disagree’ followed by 1.66 per cent respondents agree and only 5.8 per cent of the respondent strongly agree with AGRISNET.

Fig 2: Total Utilization level of the respondents towards social media:



Showing the utilization level of social media

Fig 2 indicated that the highest utilization level of the respondents about social media programme was WhatsApp with a weighted mean score of 1.58 and it was ranked first, followed by the Kisan SMS Portal a weighted mean score was 1.43 with ranked was second, while YouTube was ranked third with weighted mean score of 1.42, Facebook was fourth ranked with weighted mean score of 1.35, Kisan Call Centre was fifth ranked with weighted mean score of 1.28 respectively. e-Choupal was ranked sixth with weighted mean score of 0.83, AGRISNET was ranked seventh with weighted mean score of 0.13 respectively. Maximum WhatsApp, KisanSMS Portal, YouTube and Facebook used by the respondents as sources of agricultural



information, communication purpose and other agricultural application minimum exposed by the respondents

Table: 4 Correlation between independent variable and Utilization level of social media

S. No.	Independent variables	Utilization Level
1	Age	0.0084
2	Cast	0.0108
3	Family type	0.0154
4	Size of family	-0.0534
5	Annual income(lakh)	0.0056
6	Education	0.273**
7	Marital status	-0.093
8	Land holding (ha.)	0.0672
9	Housing pattern	-0.0147
10	Extension participation	0.108
11	Material possession	-0.0404
12	Social participation	-0.057
13	Mass media exposure	0.0970

*Significant at 0.05% probability level 0.197

**Significant at 0.01% probability level 0.257

Table no. 4. B is indicated that there is education is significant and positive correlation with the utilization. But extension participation, Age, caste, Family type, Annual income (lakh), Land holding (ha.), Social media exposure are positively correlated and Size of family, Marital status, Housing pattern, Material possession, Social participation, are negatively correlated with utilization .



CONCLUSION

It is concluded that maximum number respondents communicate through social media and WhatsApp is highly exposed and adopted by the respondents in the study area. Smart Phones, Computer usage and internet should be promoted among stakeholders (esp. farmers).majority of the respondents information getting through Kisan SMS Portal. The highest information communication behaviour of the respondents about social media programme was Kisan SMS Portal with a weighted mean score of 1.72 and it was ranked first and respondents using communication purpose, agricultural information and as well as entertainment purpose. The highest utilization level of the respondents about social media programme was WhatsApp with a weighted mean score of 1.58 and it was ranked first, followed by the Kisan SMS Portal a weighted mean score was 1.43 with ranked was second, while YouTube was ranked third and so on.

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