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RESEARCH NOTE

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### Association between Personal Variable and Utilization Pattern of Social Media among Postgraduate Students

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#### ABSTRACT

The present study was conducted in agriculture university of Rajasthan by selecting three agriculture colleges i.e. RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner purposively. Among these three colleges selected 240 students were selected randomly. The basic information regarding personal characteristics was collected from of postgraduate students. To determine the relationship between personal variable and utilization pattern of social media chi-square test used. The chi-square value shows that age, educational level, academic performance and annually family income had significant relationship between utilization patterns of social media at 1 per cent level of significance. Job aspiration was associated at 5 per cent level of significance. Remaining variables like caste, place of residence, marital status and type of family does not had any relationship with utilization pattern of social media.

**Key words:** Association; Utilization pattern; Social media; Postgraduate students.

Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. Social media provide tools by which people can communicate, share information and create new relationships. Penuel and Riel (2007) define social networking as “a set of people and the relationships between them”. This definition is found today in the social networking services that promote the development of online communities of people. These sites allow user to make new friends, chatting with friends and family, sharing pictures and ideas that they cannot do offline. Social Media helps to create specific interest groups in agriculture (Thakur et al, 2017).

#### METHODOLOGY

The present study was conducted in Rajasthan which means “Land of Maharajas”. The state of Rajasthan consists five Agricultural Universities, out of which three agricultural universities namely Maharana

Pratap University of Agriculture & Technology, Udaipur, Sri Karan Narendra Agriculture University, Jobner and Swami Keshwanand Rajasthan Agriculture University, Bikaner were selected on the basis of post graduate programmes (M.Sc. and Ph.D. in Agriculture) are running for more than 20 years in various discipline. Therefore, the selected colleges are Rajasthan College of Agriculture (MPUAT, Udaipur), SKN College of Agriculture Jobner (SKNAU, Jobner) & College of Agriculture (SKRAU, Bikaner) for the present study. From the list so prepared, 80 post graduate scholars were selected from each identified college with the help of random sampling technique. Thus, a total of 240 post graduate students were included in the sample of study. For analyses the collected information, statistical methods were used for interpretation i.e frequency and chi-square test.

#### RESULTS AND DISCUSSION

*Profile of post graduate students :* To study the various characteristics of postgraduate students of agriculture

**Table 1. Distribution of postgraduate students based on their socio-economical characteristics**

Variables	RCA (n1=80)		SKNCOA (n2=80)		COA (n3=80)		Total (N=240)	
	No.	%	No.	%	No.	%	No.	%
<i>Age</i>								
<22 years	15	18.75	10	12.50	11	13.75	36	15.00
22-26 years	46	57.50	50	62.50	51	63.75	147	61.25
>26 years	19	23.75	20	25.00	18	22.50	57	23.75
<i>Education</i>								
M.Sc.	41	51.25	51	63.75	46	57.50	138	57.50
Ph.D.	39	48.75	29	36.25	34	42.50	102	42.50
<i>Academic performance (OGPA)</i>								
< 7.26	12	15.00	17	21.25	11	13.75	40	16.67
7.26- 8.32	53	66.25	51	63.75	59	73.75	163	67.92
> 8.32	15	18.75	12	15.00	10	12.50	37	15.41
<i>Caste</i>								
General	22	27.50	10	12.50	18	22.50	50	20.83
OBC	38	47.50	53	66.25	44	55.00	135	56.25
SC	15	18.75	10	12.50	10	12.50	35	14.58
ST	5	6.25	7	8.75	8	10.00	20	8.34
<i>Place of residence</i>								
Rural	56	70.00	68	85.00	62	77.50	186	77.50
Urban	24	30.00	12	15.00	18	22.50	54	22.50
<i>Marital status</i>								
Married	11	13.75	14	17.50	9	11.25	34	14.17
Unmarried	69	86.25	66	82.50	71	88.75	206	85.83
<i>Family type</i>								
Nuclear	54	67.50	41	51.25	44	55.00	139	57.91
Joint	26	32.50	39	48.75	36	45.00	101	42.09
<i>Annual income (Rs. in lakh)</i>								
<1.00	8	10.00	17	21.25	12	15.00	37	15.41
1- 2,50	45	56.25	53	66.25	54	67.50	152	63.34
>2,50	27	33.75	10	12.50	14	17.50	51	21.25
<i>Job aspiration</i>								
Teaching	31	38.75	30	37.50	27	33.75	88	36.67
Research	27	33.75	34	42.50	35	43.75	96	40.00
Banking	13	16.25	10	12.50	09	11.25	32	13.34
Social work	09	11.25	06	7.50	09	11.25	24	10.00

colleges of Rajasthan. The overall data regarding to age are presented in Table 1 shows that most of the students (61.25 %) were in 22 to 26 years age category followed by 23.75 per cent students were in above 26 years age category and 15.00 per cent students were in less than 22 years age category. The present findings are similar with the findings of *Orifah (2017)*.

Data presented in Table 2 the total postgraduate students in agricultural universities shows that majority of respondents (57.50 %) were in M.Sc. and remaining were in Ph. D (42.50%). The present findings supported that by the view reported by *Doddamani (2020)* who found that majority of students (68.33%) were in M.Sc.

and rest of them from Ph.D.

Academic performance of the postgraduate student marks obtained in terms of OGPA in M.Sc. and Ph.D. examination. The overall academic performance indicates in Table 1 that the majority of students (67.92%) were with 7.26 to 8.32 OGPA followed by 16.67 per cent of students were with less than 7.26 OGPA and remaining 15.41 per cent of students were with above 8.32 OGPA. The results are agreement with the findings of *Soni (2016)* who reported that majority of students had medium academic performance.

Data given in Table 1 reveals that majority of students (56.25%) belong to other back ward caste followed by 20.83 per cent students belong to general caste, 14.58 per cent students belong to scheduled caste and only 8.34 per cent students belong to scheduled tribe. The Table 1 shows that most of the students (77.50%) were belong to rural background and remaining students (22.50 %) were belong to urban background. The present results are in line with the results of *Doddamani (2020)*.

The overall data regarding to marital status shows that majority of students (85.83%) were unmarried and 14.17 per cent students were married. The results are coinciding of findings of *Orifah (2017)* found that majority of students (85.70%) were single and remaining students were married (14.70%). *Prema and Kalpana (2020)* reported that majority of respondents (74.00 %) were unmarried and remaining than married.

The overall distribution of data reveals that most of students (57.91 %) were from nuclear family. While 42.09 per cent students were from joint family. *Doddamani (2020)* were also found that majority of students (59.16%) were from nuclear family and remaining were from joint family (40.84%).

The overall data regarding to annual family income it was found that majority of students (63.34%) were from Rs. 1,00,000 to Rs. 2,50,000 family income followed by 21.25 per cent of students were above Rs. 2,50,000 family income and only (15.41 %) that less than Rs. 1, 00,000 family incomes. It is might be due to majority of students belong to rural background and agriculture is main source of the family income. The present findings are similar to the results of *Sinha et al. (2014)*.

Data regarding to job aspiration of the postgraduate students in Table 1 reported that maximum number of students (40.00 %) wanted to pursue in research in future, while 36.67 per cent students wanted to join

teaching followed by 13.34 per cent students who wanted to establish their career in banking. Only 10.00 students wanted to gone social services. From the above data it can be concluded that there is no uniformity in job aspiration of the students. However, majority of students wanted to go in research and teaching field. The results are supported that *Soni (2016)*.

*Association between profile of students and their utilization pattern of social media* : Data presented in Table 2 reveals that age of postgraduate students, educational level and utilization pattern of social media, academic performance and utilization pattern of social media, annually family income and utilization pattern of social media, was found to be positively significant with utilization of social media at 1 per cent level of significance and job aspiration of students was found significant with utilization of social media at 5 per cent level of significance. Caste, place of residence, marital status and type of family of postgraduates was found to be non-significant with utilization pattern of social media. Similar finding are supported that findings of *Soni (2016)*, *Ghalawat et al. (2017)* and *Raj et al. (2018)* and *Mishra et al. (2020)*

## CONCLUSION

The present study was examining the association

**Table 2. Association between personal variables and utilization pattern of social media**

Personal variable	$\chi^2$
Age	19.89**
Educational level	11.14**
Academic performance	23.54**
Caste	11.89 <sup>NS</sup>
Place of residence	2.09 <sup>NS</sup>
Marital status	4.42 <sup>NS</sup>
Type of family	1.97 <sup>NS</sup>
Annually family income	18.10**
Job aspiration	13.97*

\*\*Significant at 1 per cent level of significance,

\*Significant at 5 per cent level of significance,

NS=Non significant

between personal profile and utilization pattern of social media among postgraduate students. Utilization pattern of social media was observed that significant with age, educational level, academic performance, annually family income and job aspiration. It was also found that caste, place of residence, marital status and type of family of postgraduates was found to be non-significant with utilization pattern of social media.

## CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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