

Utilization Pattern of Social Media by the PG Students of Swami Keswanand Rajasthan Agriculture University and Rajasthan University of Veterinary and Animal Sciences, Bikaner

Vikash Kumar Meena^{1*}, Salman Khan², Arvind Jhahharia³, Meenakshi Jhakar⁴ and Kalawati Meena⁵

¹Ph.D. Scholar, Department of Extension Education, RCA, MPUAT, Udaipur (Rajasthan), India.

²Ph.D. Scholar, Department of Horticulture, RCA, MPUAT, Udaipur (Rajasthan), India.

³Assistant Professor, Department of Agricultural Extension & Communication, SKRAU, Bikaner (Rajasthan), India.

⁴Ph.D. Scholar, Department of Extension Education, SKNAU, Jobner (Rajasthan), India.

⁵M.Sc. Scholar, Department of Agricultural Extension & Communication, Agriculture University, Kota (Rajasthan), India.

(Corresponding author: Vikash Kumar Meena*)

(Received: 18 July 2023; Revised: 20 August 2023; Accepted: 20 September 2023; Published: 15 October 2023)

(Published by Research Trend)

ABSTRACT: Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform. The study was being undertaken in the constituent campus colleges of SKRAU and RAJUVAS, Bikaner. Under SKRAU, Bikaner three colleges were selected for the present study which is situated in SKRAU, Bikaner campus. One college under the RAJUVAS, were selected for the present study which is situated in RAJUVAS, Bikaner. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total number of 160 respondents (109 Master level students and 51 Ph.D. level students) was selected. Thereafter, data were collected by using interview method and statistically analysed by applying appropriate and required statistical parameters and lead to following results:

Facebook social media sources, “news” were observed overall rank first and among Ph.D. students the “Entertainment” was observed rank first. YouTube social media sources, “news” were observed rank first in master level students, and “Entertainment” was observed rank first in Ph.D. students. WhatsApp social media sources, “Messaging” were observed overall rank first among master level and Ph.D. level students. Twitter social media sources, “News” were observed rank first among master level and Ph.D. students. Telegram social media sources, “Receiving information” were observed rank first among the overall master level and Ph.D. students (except Ph.D. students of COA, and IABM, Bikaner). Instagram social media sources “Entertainment” were observed rank first among the overall master level students and Ph.D. students. LinkedIn social media sources “Job related information” were depicted rank first among the overall master level students and Ph.D. students.

Majority of the master level and Ph.D. level students “WhatsApp” got overall rank first. Showed that the master level and Ph.D. level students were revealed in the medium category (11.40-24.16) of utilization of social media. Showed that the majority of master level and Ph.D. level students were used the social media for the purpose of utilization were “Gaining information”. Depicted that majority of master level students spent their time of 2-4 hours per day and Ph.D. level students spent their time of 1-2 hours per day on social media. Majority of the master level students accessed social media through both (data pack and Wi-Fi) and Ph.D. student’s accessed social media through data pack. Majority of respondents had most preferred time of using social media were “both” (Day - Night time) was ranked first. Majority of the master level students had most preferred package of internet using “24/28 Days and 56 Days” was rank first and among Ph.D. level students had most preferred package of internet using were “24/28 Days.2. The study's conclusions can be used to create a plan for using social media for education in a structured manner. When creating e-learning materials for the student and using social media as a forum for discussions and reflections, in-depth analysis of the study can be used to decide on various parameters.

Keywords: Social Media, Utilization, master level and Ph.D. level students, SKRAU and RAJUVAS.

INTRODUCTION

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of

information, ideas, career interests and other forms of expression via networks. Social media have the great importance of rapid dissemination of educational

content in the COVID-19 era. Social media platform during the COVID-19 pandemic has been the possibility of arranging collaborative research projects, surveys and multi-centre studies. Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform. They use social media for various purposes like entertainment, information, education and communication had greatly enhanced with the advent of web 2.0 technologies.

The study therefore aims to find out the utilization pattern of the popular social media for educational purpose. The study will explore how and to what extent students use social media for educational purposes. It will investigate which of the social networking sites and applications is more popular among the students for educational purpose and measure its extent of usage. The trend of creating new and updating old definitions continues, as does the development, use and adoption of social media (Kapoor *et. al.*, 2017).

RESEARCH METHODOLOGY

The study was undertaken in the constituent campus colleges of Swami Keshwanand Rajasthan Agricultural University, Bikaner (SKRAU) and Rajasthan University of Veterinary and Animal Sciences, Bikaner (RAJUVAS). There are five colleges under SKRAU, Bikaner running master and Ph.D. Programmes, out of them three colleges situated in main campuses Bikaner (COA, CCS and IABM, Bikaner) were selected purposely for the present study. Likewise, one college of RAJUVAS, Bikaner (CVAS, Bikaner) was also selected. A total number of 257 and 120, master level and Ph.D. level students were registered in the SKRAU and RAJUVAS at Bikaner campus, respectively. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total number of 160 respondents (109 master level and 51 Ph.D. level) were selected by applying proportionate random sampling method, this way 127 respondents from SKRAU and 33 respondents from RAJUVAS were selected. The social media namely; Facebook, YouTube, WhatsApp, Telegram, Twitter, Instagram, and LinkedIn were selected for the study who utilized by the respondents for collection of information to different purposes in daily life. Data thus collected were compiled, classified and presented in tabulated form to make it easier to

interpret. Keeping in view the objectives of the research, the data were analyzed using various statistical tools.

RESULT AND DISCUSSION

Utilization pattern of social media by PG students of SKRAU & RAJUVAS, Bikaner.

Extent of utilization of social media for collection of information to different purposes. The social media namely. Facebook, YouTube, WhatsApp, Telegram, Twitter, Instagram, and LinkedIn were utilized by the respondents for collection of information to different purposes in daily life.

Facebook: “News” were observed overall ranked first with MPS 60.22 and “Entertainment” ranked second with MPS 58.71 among the master level and among all Ph.D. students the “Entertainment” ranked first with MPS 53.28, and “news” ranked second with MPS 52.49. Whereas, “Agriculture information and Course study” ranked third and fourth among the master level and Ph.D. level students, respectively.

The Table 1 shows that in COA, CCS, IABM and CVAS, Bikaner, “News” ranked first among all the master level and Ph.D. students except Ph.D. students of IABM in which “Entertainment” ranked first with MPS 58.33 whereas master level students of CVAS in which “Course study” ranked first with MPS 65.15, in CCS, Bikaner “Agri. Information” and “Entertainment” also ranked first among Ph.D. students.

Youtube: “News” ranked first with MPS 71.60 among the master level students, and “Entertainment” ranked first with MPS 72.52 among the master level and Ph.D. level students. Whereas, overall students the “Sports news” ranked last with MPS 47.31 and 52.14 among master level and Ph.D. level students, respectively.

The Table 2 shows that in CCS, Bikaner “News” ranked first in all students. Similarly “Entertainment” ranked first among all students of COA, IABM and CVAS, Bikaner Whereas in CCS, Bikaner “Course study” ranked first among the all students.

WhatsApp: “Messaging” ranked first among all the students, whereas “Education” ranked last.

Data presented in the Table 3 shows that the similar pattern followed in COA, Bikaner and CCS, Bikaner about “Receiving information” ranked first among all students and “Messaging” ranked first among master level of COA, CCS, Bikaner and Ph.D. level students of IABM, CVAS, Bikaner.

Table 1: Extent of utilization of Facebook for collection of information to different purposes.

Sr. No.	Extent of utilization	COA Bikaner(n ₁ =64)		CCS Bikaner(n ₂ =9)		IABM Bikaner(n ₃ =54)		CVAS Bikaner(n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	News	64.65 I	52.69 I	66.67 I	46.67 I	52.00 I	50.00 II	57.58 III	60.61 I	60.22 I	52.49 II
2.	Agriculture information	41.41 III	41.94 III	50.00 II	46.67 I	46.00 II	41.67 III	56.06 IV	51.52 IV	48.37 III	45.45 III
3.	Entertainment	57.58 II	50.54 II	66.67 I	46.67 I	50.00 I	58.33 I	60.61 II	57.58 II	58.71 II	53.28 I
4.	Course study	33.33 IV	33.33 IV	33.33 III	33.33 II	40.00 III	41.67 III	65.15 I	54.55 III	42.95 IV	40.72 IV

Table 2: Extent of utilization of Youtube for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	News	71.72 II	70.97 II	83.33 I	80.00 I	64.67 II	66.67 II	66.67 II	63.64 III	71.60 I	70.32 II
2.	Entertainment	73.74 I	72.04 I	75.00 II	73.33 II	68.00 I	75.00 I	63.64 III	69.70 II	70.09 II	72.52 I
3.	Sports news	41.41 V	38.71 IV	50.00 IV	60.00 IV	49.33 V	58.33 III	48.48 VI	51.52 V	47.31 VI	52.14 VI
4.	Course study	57.58 III	50.54 III	75.00 II	53.33 V	58.00 IV	58.33 III	75.76 I	78.79 I	66.58 III	60.25 IV
5.	Movies	71.72 II	70.97 II	66.67 III	66.67 III	47.33 VI	50.00 IV	60.61 IV	63.64 III	61.58 IV	62.82 III
6.	General knowledge	51.52 V	47.31 V	50.00 V	46.67 VI	64.00 III	58.33 III	51.52 V	57.58 V	54.26 V	52.47 V

Table 3: Extent of utilization of WhatsApp for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Receiving information	70.71 I	79.57 I	83.33 I	80.00 I	58.00 III	58.33 III	66.67 III	63.64 III	69.68 II	70.38 II
2.	Entertainment	67.68 II	72.04 II	66.67 II	60.00 III	66.67 II	66.67 II	72.73 II	66.67 II	68.43 III	66.34 III
3.	Education	41.41 III	39.78 IV	50.00 III	46.67 IV	51.33 IV	50.00 IV	42.42 IV	45.45 IV	46.29 IV	45.48 IV
4.	Messaging	70.71 I	67.74 III	83.33 I	73.33 II	82.67 I	83.33 I	81.82 I	84.85 I	79.63 I	77.31 I

Table 4: Extent of utilization of Twitter for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Entertainment	38.38 IV	39.78 IV	33.33 III	40.00 IV	42.67 IV	50.00 I	45.45 I	54.55 I	39.96 IV	46.08 III
2.	News	63.64 I	65.59 II	50.00 I	46.67 II	52.00 II	50.00 I	40.91 II	48.48 II	51.64 I	52.69 I
3.	Sharing and receiving information	62.63 I	66.67 I	41.67 II	40.00 I	56.00 I	50.00 I	39.39 III	42.42 III	49.92 II	49.77 II
4.	Education	43.43 III	55.91 III	41.67 II	46.67 III	44.67 II	41.67 IV	40.91 II	39.39 IV	42.67 III	45.91 IV

Table 5: Extent of utilization of Telegram for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Education	58.59 III	58.06 III	41.67 III	46.67 III	53.33 III	66.67 I	39.39 III	48.48 IV	48.24 III	54.97 III
2.	Sharing information	43.43 IV	38.71 IV	33.33 IV	33.33 IV	46.00 IV	50.00 III	36.36 IV	51.52 III	39.78 IV	43.39 III
3.	Receive information	66.67 I	67.74 II	75.00 I	66.67 I	58.67 I	58.33 II	63.64 I	57.58 I	65.99 I	62.58 I
4.	Entertainment	65.66 II	68.82 I	50.00 II	60.00 II	56.00 II	41.67 IV	59.09 II	54.55 II	57.69 II	56.26 I

Table 6: Extent of utilization of Instagram for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	News	45.45 II	41.94 II	41.67 I	46.67 I	42.00 III	41.67 III	36.36 III	42.42 III	41.37 III	43.17 III
2.	Entertainment	76.77 I	64.52 I	41.67 I	40.00 II	60.67 I	58.33 I	40.91 II	45.45 II	55.00 I	52.08 I
3.	Agriculture information	33.33 IV	33.33 IV	33.33 II	33.33 III	34.67 IV	41.67 III	33.33 IV	33.33 IV	33.67 IV	35.42 IV
4.	Sharing and receiving information	44.44 III	39.78 III	41.67 I	46.67 I	48.67 II	50.00 II	42.42 I	48.48 I	44.30 II	46.23 II

Table 7: Extent of utilization of LinkedIn for collection of information to different purposes.

Sr. No.	Extent of the knowledge	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Gain social skills and talents	68.69 I	70.97 II	58.33 III	53.33 III	71.33 II	75.00 I	59.09 III	57.58 II	64.36 II	64.22 II
2.	Job related information	61.62 III	72.04 I	66.67 I	60.00 I	74.67 I	75.00 I	65.15 I	63.64 I	67.03 I	67.67 I
3.	Share our CV for jobs	63.64 II	68.82 III	66.67 I	60.00 I	62.67 III	66.67 III	62.12 II	57.58 II	63.77 III	63.26 III

This table indicate the Mean per score

Twitter:

The Table 4 shows that the “News” ranked first among all students. Similarly, “Entertainment” and “Education” was observed overall last rank.

Telegram: “Receiving information” ranked first with MPS 71.60 among all students except Ph.D. students of COA, and IABM, Bikaner. Whereas “Sharing information” ranked last among the all students.

The Table 5 shows that similarly “Entertainment” ranked first with MPS 68.82 among the Ph.D. students of COA, Bikaner. “Education” ranked first with MPS 66.67 among the Ph.D. students of IABM, Bikaner and “Receive information” observed first rank among the overall master level students of COA, and IABM, Bikaner.

Instagram: “Entertainment” ranked first among the overall students with MPS 55.00 and 52.08, respectively. Similarly “Agriculture information” ranked last among the all students with MPS 33.67 and 35.42, respectively.

The Table 6 shows that similarly Entertainment” ranked first among the master level students of COA, CCS, Bikaner, IABM, Bikaner and Ph.D. students of COA, and IABM, Bikaner. “News” ranked first among the students of CCS, Bikaner. Whereas the “Sharing and receiving information” ranked first among the students of CCS, and CVAS, Bikaner, respectively.

Linked In: “Job related information” ranked first among the overall students with MPS 67.03 and 67.67. Similarly “Gain social skills and talents” ranked second among the overall students. Whereas the “Share our CV for jobs” ranked last among the all students with MPS 63.77 and 63.26, respectively. The Table 7 shows that similar pattern was followed about “Gain social skills and talents ranked first among the master level students of COA, Bikaner, and Ph.D. students of IABM, Bikaner. Whereas, the “Job related information” ranked first among the overall students except master level students of COA, Bikaner rank third, respectively.

The similar findings were obtaining by Soni (2016); Pateria and Parmar (2019) who reported that face book, whatsapp and you tube were used most preferred social media for academic purpose.

Usefulness of social media. The majority of the master level and Ph.D. level students “WhatsApp” ranked first with MPS 76.29, 78.10, “YouTube” observed rank second whereas “Instagram” observed last rank in usefulness of social media with MPS 52.39, 48.80 among the overall students, respectively.

The Table 8 shows that the similarly the students of COA, Bikaner, “YouTube” ranked first and “WhatsApp” ranked first among the master level students of CCS, CVAS, Bikaner and overall Ph.D. level students of CVAS, Bikaner, whereas “Facebook” observed last rank among the master level students of IABM, Bikaner with MPS 50.67. “twitter” ranked last among the master level students of CCS, Bikaner Whereas the “Instagram” reported ranked last among the master students of COA, and CCS, Bikaner likewise Ph.D. students of COA, and IABM, Bikaner, respectively.

Preferences for utilization of social media. The Table 9 shows that the 60.55 per cent master level and 82.35 per cent Ph.D. level students, were in the medium category likewise 19.27 per cent master level and 7.84 per cent Ph.D. level students were in high category and 20.18 per cent master level students and 9.80 per cent Ph.D. level students were in the Low category, respectively.

The similar pattern followed, the overall respondents were in the medium, and least respondents were observed among the high category except master level students 31.82 per cent of CCS, Bikaner they were in Low category, respectively.

Purpose of utilization of social media. Table 10 showed that the majority of 96.30 per cent master level and 96.07 per cent Ph.D. level students were used the social media for the purpose of utilization were “Gaining information”. As well as the Least purpose of utilization reported that the “Others” among master level students and “For sharing information” got least purpose of utilization among overall Ph.D. students.

The similar pattern followed 96.06 per cent master level students of COA, Bikaner main purpose of utilization of social media was “Entertainment”. Whereas “For gaining information and Entertainment” reported ranked first among the Ph.D. students of COA, and 98.00per cent master level students of IABM, Bikaner. Likewise, “For gaining information” depicted ranked first among the overall students of CVAS, Bikaner. The similar findings are obtained by Gora *et al.* (2021).

Average time spent in social media. Table 11 shows that majority of master level students 38.53 per cent spent their time of 2-4 hours per day and 31.37 per cent Ph.D. level students spent their time of 1-2 hours per day on social media and ranked first, followed by more than 4 hrs/ day ranked second.

Table 8: Usefulness of social media.

Sr. No.	Usefulness of social media	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Facebook	55.56 VI	56.99 V	50.00 IV	53.33 IV	50.67 VII	50.00 VI	69.70 II	57.58 III	56.48 V	54.47 VI
2.	Whatsapp	72.73 II	76.34 I	83.33 I	80.00 I	73.33 III	83.33 I	75.76 I	72.73 I	76.29 I	78.10 I
3.	YouTube	75.76 I	76.34 I	66.67 II	66.67 II	76.00 II	66.67 III	75.76 I	72.73 I	73.55 II	70.60 II
4.	Telegram	61.62 III	61.29 IV	58.33 III	60.00 III	63.33 V	58.33 IV	60.61 IV	57.58 III	60.97 IV	59.30 IV
5.	Twitter	58.59 V	63.44 III	41.67 V	46.67 V	64.67 IV	58.33 IV	60.61 IV	57.58 III	56.38 VI	56.50 V
6.	Instagram	51.52 VII	51.61 VI	50.00 IV	53.33 IV	52.00 VI	20.57 VI	56.06 V	69.70 II	52.39 VII	48.80 VII
7.	LinkedIn	59.60 IV	68.82 II	50.00 IV	46.67 V	78.00 I	75.00 II	62.12 III	51.52 V	62.43 III	60.50 III

This table indicates the MPS

The time spent by the students of different colleges COA, IABM, Bikaner and CVAS, Bikaner students spent more than 4 hours per day on social media and ranked first. Whereas, 35.48 and 40.00 per cent Ph.D. level students of COA, and CCS, Bikaner spent 1-2 hours' time per day and recorded at first rank. It might be due to spending too much time on the social media affected the academic performance of students.

The results are similar to the results obtained by Stephan and Thanuskodi (2014); Hussain *et al.* (2017) reported that half of the students spent their time of 1-2 hours per day on social networking sites. It was also

revealed by Kaviarasu *et al.* (2019) that majority of students occupied their time of 2-3 hours per day on social media. Mishra (2020) found that majority of students used the internet more than 2 hours per day.

Mode of access. Social media can be access by different modes Data pack, Wi-Fi and Both.

Table 12 presents that majority of master level students (47.71%) accessed social media through both (data pack and Wi-Fi) and recorded ranked first and Ph.D. level student's (43.14%) accessed social media through data pack as ranked first.

Table 9: Distribution of respondents according to utilization of social media.

Sr. No.	Categories	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Low (up to 11.40)	3 9.09%	2 6.45%	0	1 20.00%	12 24.00%	0	7 31.82%	2 18.18%	22 20.18%	5 9.80%
2.	Medium (11.40 to 24.16)	29 87.88%	29 93.55%	3 75.00%	4 80.00%	24 48.00%	3 75.00%	10 5.45%	6 54.55%	66 60.55%	42 82.35%
3.	High (>24.16)	1 3.03%	0	1 25.00%	0	14 28.00%	1 25.00%	5 22.73%	3 27.27%	21 19.27%	4 7.84%

MEAN=17.78; SD=6.38

Table 10: Distribution of respondents according to purpose of utilization of social media.

Sr. No.	Purpose of utilization	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	For gaining information	31 93.93%	30 96.77%	4 100.00%	4 80.00%	49 98.00%	4 80.00%	21 95.45%	11 100.00%	105 96.30%	49 96.07%
2.	For sharing information	28 84.84%	26 83.87%	3 75.00%	4 80.00%	47 94.00%	4 80.00%	17 81.81%	10 90.90%	95 87.15%	43 84.31%
3.	For research purposes	25 75.75%	28 90.32%	3 75.00%	3 60.00%	45 90.00%	3 60.00%	19 86.36%	9 81.81%	92 84.40%	44 86.27%
4.	Entertainment	32 96.96%	30 96.77%	4 100.00%	4 80.00%	47 94.00%	4 80.00%	20 90.90%	9 81.81%	103 94.49%	47 92.15%
5.	Others	30 90.90%	29 93.54%	3 75.00%	4 80.00%	40 80.00%	4 80.00%	17 81.81%	10 90.00%	90 82.56%	47 92.15%

The results are in line with the results of Kumar (2018) who found that majority of youth preferred mobile data for accessing social media.

Preferred timing for using social media. Data regarding preferred timing for using social media by the students. Multiple responses were collected.

The data presented in Table 13 show that all students mostly preferred time of using social media “both” (Day - Night time), likewise 86.24 per cent master level and 88.24 per cent Ph.D. level students reported as “Night time” which was ranked second. On the other hand, least preferred timing of using social media were “Day time” respectively. This might be because they get free time to use social media only after classes generally ends at 5.00 pm.

The similar findings are obtained by Soni (2016) who observed that the majority of respondents preferred timing for using social media during 9.00 pm to 12.00 am.

Package of internet used by the respondents: On the basis of package of internet usage respondents were classified in to six categories. i.e. one month (24/28Days), 56 days, three months, annual, and Daily when more demand of data or post-paid/broadband.

The data presented in Table 14 show that Majority of the 36.70 per cent master level students had most preferred package of internet using “24/28 Days and 56 Days”, and among 35.29 per cent Ph.D. level students had most preferred package of internet using were “24/28 Days.

Likewise the 29.41 per cent Ph.D. level students had second preferred package of internet was “56 Days” and recorded at second ranked. On the other hand, least package of internet used by the master level students were “Annual” with 3.67per cent and not any Ph.D. level students use this annual package, respectively.

Table 11: Distribution of respondents according to time spending in Social media.

Sr. No.	Time spending in social media.	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	More than 4 hr	13 39.39%	9 29.03%	1 25.00%	1 20.00%	18 36.00%	1 25.00%	9 40.91%	4 36.36%	29 37.61%	15 29.41%
2.	2-4 hr	9 27.27%	8 12.50%	1 25.00%	1 20.00%	15 30.00%	1 25.00%	7 31.82%	3 27.27%	42 38.53%	13 25.49%
3.	1-2 hr	9 27.27%	11 35.48%	1 25.00%	2 40.00%	13 26.00%	1 25.00%	4 18.18%	2 18.18%	26 23.85%	16 31.37%
4.	Less than 1 hr	2 9.09%	3 9.67%	1 25.00%	1 20.00%	4 8.00%	1 25.00%	4 18.18%	2 18.18%	12 11.01%	7 13.73%

Table 12: Mode of accessing social media by postgraduate students.

Sr. No.	Mode of access	COA Bikaner (n ₁ =64)		CCS Bikaner (n ₂ =9)		IABM Bikaner (n ₃ =54)		CVAS Bikaner (n ₄ =33)		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Data pack	15 45.45%	16 51.61%	1 25.00%	2 40.00%	10 20.00%	1 25.00%	7 31.82%	3 27.27%	33 30.28%	22 43.14%
2.	Wi-Fi	8 24.24%	6 19.35%	1 25.00%	1 20.00%	10 20.00%	1 25.00%	5 22.73%	3 27.27%	24 22.02%	11 21.57%
3.	Both	10 30.30%	9 29.03%	2 50.00%	2 40.00%	30 60.00%	2 50.00%	10 45.45%	5 45.45%	52 47.71%	18 35.29%

This tables indicates the frequency and percentage

Table 13: Preferred timing for using social media sites by postgraduate students.

Sr. No.	Preferred timing	COA Bikaner		CCS Bikaner		IABM Bikaner		CVAS Bikaner		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	Day Time	20 66.67%	25 80.65%	4 100.00%	4 80.00%	38 76.00%	4 100.00%	20 90.91%	8 72.73%	82 75.23%	41 80.39%
2.	Night time	25 75.76%	28 90.32%	4 100.00%	4 80.00%	44 88.00%	4 100.00%	21 95.45%	9 81.82%	94 86.24%	45 88.24%
3.	Both (Day Time-Night time)	33 100.00%	31 100.00%	4 100.00%	5 100.00%	50 100.00%	4 100.00%	22 100.00%	11 100.00%	109 100.00%	51 100.00%

Multiple responses collected

Table 14: Distribution of respondents according package of internet use.

Sr. No.	Package of internet	COA Bikaner		CCS Bikaner		IABM Bikaner		CVAS Bikaner		Total (N=160)	
		Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level	Master level	Ph.D. level
1.	One month (24/28 Days)	12 36.36%	12 38.71%	1 25.00%	1 20.00%	18 36.00%	1 25.00%	9 40.91%	4 36.36%	40 36.70%	18 35.29%
2.	56 days	12 36.36%	9 29.03%	2 50.00%	2 40.00%	20 40.00%	1 25.00%	6 27.27%	3 27.27%	40 36.70%	15 29.41%
3.	Three months	5 15.15%	3 9.68%	1 25.00%	1 20.00%	3 6.00%	1 25.00%	3 13.64%	2 18.18%	12 11.01%	7 13.73%
4.	Annual	0	0	0	0	3 6.00%	1 25.00%	1 4.55%	0	4 3.67%	0
5.	Daily when more demand of data	2 6.06%	4 12.90%	0	0	3 4.00%	0	1 4.55%	2 18.18%	5 4.59%	7 13.73%
6.	Post-paid/Broadband	2 6.06%	3 9.68%	0	1 20.00%	4 8.00%	0	2 9.09%	0	6 7.34%	4 7.84%

Separate analysis of data in the Table 14 shows in each college that the master level students (36.36%) of COA, Bikaner had most preferred package of internet using “24/28 Days and 56 Days” and Ph.D. students (38.71%) of COA, Bikaner had most preferred package of internet using “56 Days” similarly the most preferred package of internet using “56 Days” which was ranked first among overall Students of CCS, Bikaner and master level students of IABM, Bikaner the most preferred package of internet using “24/28 Days” ranked first among overall students of CVAS, Bikaner. Whereas, less preferred package of internet using “Annual” among master level and Ph.D. level students of COA, Bikaner, and CCS, Bikaner or Ph.D. level students of CVAS, Bikaner, respectively.

SUMMARY AND CONCLUSION

Social media have the great importance of rapid dissemination of educational content in the COVID-19 era. Social media platform during the COVID-19 pandemic has been the possibility of arranging collaborative research projects, surveys and multi-centre studies. Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform.

RESEARCH METHODOLOGY

The study was undertaken in the constituent campus colleges of Swami Keshwanand Rajasthan Agricultural University, Bikaner (SKRAU) and Rajasthan University of Veterinary and Animal Sciences, Bikaner (RAJUVAS). There are five colleges under SKRAU, Bikaner running master and Ph.D. Programmes, out of them three colleges situated in main campuses Bikaner (COA, CCS and IABM, Bikaner) were selected purposely for the present study. Likewise, one college of RAJUVAS, Bikaner (CVAS, Bikaner) was also selected. A total number of 257 and 120, master level and Ph.D. level students were registered in the SKRAU and RAJUVAS at Bikaner campus, respectively. To have an appropriate proportion of representation from both the universities, the technique of proportionate

random sampling was applied. The total number of 160 respondents (109 master level and 51 Ph.D. level) were selected. The social media namely. Facebook, YouTube, WhatsApp, Telegram, Twitter, Instagram, and LinkedIn were selected for the study who utilized by the respondents for collection of information to different purposes in daily life. Data thus collected were compiled, classified and presented in tabulated form to make it easier to interpret.

Utilization pattern of social media by PG students of SKRAU & RAJUVAS, Bikaner. The social media namely, ‘Facebook, you tube, WhatsApp, Telegram, Twitter, Instagram, and LinkedIn’ were utilized by the respondents for collection of information to different purposes in daily life.

So far as facebook social media sources, “news” were observed overall rank first with MPS 60.22 among the master level students, and “Entertainment” was observed overall rank second with 58.71 MPS among the master level. Among all Ph.D. students the “Entertainment” was observed overall rank first with 53.28 MPS, whereas “news” were observed overall rank second with 52.49 MPS. The Agriculture and Course study” observed third and fourth rank among the master level and Ph.D. students, respectively.

So far as Youtube social media sources, “news” were observed overall rank first with MPS 71.60 among the overall master level students, and “Entertainment” was observed overall rank first with MPS 72.52 among the overall Ph.D. students, whereas, overall students the “Sports news” was observed overall rank last with MPS 47.31 and 52.14.

Regarding WhatsApp social media sources, “Messaging” were observed overall rank first among all the students whereas among all students “Education” was observed overall last rank, respectively.

About Twitter social media sources, “News” were observed overall rank first among overall master level and Ph.D. students. Among overall master level students “Entertainment” observed last rank and among Ph.D. students the “Education” was observed overall last rank, respectively.

So far as Telegram social media sources, “Receiving information” were observed overall rank first with MPS 71.60 among the overall master level and Ph.D. students (except Ph.D. students of COA, and IABM, Bikaner). “Sharing information” observed overall rank last among the overall master level and Ph.D. students.

So far as Instagram social media sources “Entertainment” were observed rank first among the overall master level students and Ph.D. students with MPS 55.00 and 52.08. “Agriculture information” observed last rank among the overall master level and Ph.D. students with MPS 33.67 and 35.42.

So far as LinkedIn social media sources “Job related information” were depicted rank first among the overall master level students and Ph.D. students with MPS 67.03 and 67.67. “Gain social skills and talents” observed rank second among the overall students. “Share our CV for jobs” observed last rank among the overall students with MPS 63.77 and 63.26, respectively.

Findings indicated that the majority of the master level and Ph.D. level students “WhatsApp” got overall rank first with MPS 76.29, 78.10, “YouTube” observed rank second and “Instagram” observed last rank in usefulness of social media with MPS 52.39, 48.80 among the overall respondents, respectively.

Results showed that the 60.55 per cent master level and 82.35 per cent Ph.D. level students, were revealed in the medium category (11.40-24.16) likewise 19.27 per cent master level and 7.84 per cent Ph.D. level students reported high category (above 24.16) and 20.18 per cent master level students and 9.80 per cent Ph.D. level students were, revealed in the Low category (up to 11.40), respectively.

Results shows that the majority of 96.30 per cent master level and 96.07 per cent Ph.D. level students were used the social media for the purpose of utilization were “Gaining information” likewise second important purpose was “Entertainment” among the overall respondents, respectively. As well as the Least purpose of utilization reported that the “Others” among master level students and “For sharing information” was the least purpose of utilization among overall Ph.D. students.

Findings depicted that majority of master level students 38.53 per cent spent their time of 2-4 hours per day and 31.37 per cent Ph.D. level students spent their time of 1-2 hours per day on social media and reported rank first, followed by more than 4 hrs/ day was at second rank.

Majority of the overall 47.71 per cent master level students accessed social media through both (data pack and Wi-Fi) and recorded ranked first and with 43.14 per cent Ph.D. level student’s accessed social media through data pack, respectively.

Majority of respondents preferred time of using social media “both” (Day - Night time), likewise 86.24 per cent master level and 88.24 per cent Ph.D. level students reported “Night time” and revealed rank second. On the other hand, least preferred timing of using social media were “Day time” respectively. This might be because they get free time to use social media only after classes generally ends at 5.00 pm.

Meena et al.,

Biological Forum – An International Journal 15(10): 295-303(2023)

302

Result revealed that majority of the 36.70 per cent master level students had most preferred package of internet using “24/28 Days and 56 Days”, and among 35.29 per cent Ph.D. level students had most preferred package of internet using were “24/28 Days. Likewise the 29.41 per cent Ph.D. level students had second preferred package of internet was “56 Days” and recorded at second ranked. On the other hand, least package of internet use by the master level students were “Annual” with 3.67 per cent and not any Ph.D. level students use this annual package, respectively.

RECOMMENDATIONS

Based on the opinion given by the students and researcher personal experience while collecting the data the following recommendations are made:

— The findings gave an overview of how and to what extent of social media is presently being used by the students for various educational purposes.

— The study’s conclusions can be used to create a plan for using social media for education in a structured manner. When creating e-learning materials for the student and using social media as a forum for discussions and reflections, in-depth analysis of the study can be used to decide on various parameters.

— The findings gave an overview of how and to what extent of social media is presently being used by the students for various educational purposes.

— The study’s conclusions can be used to create a plan for using social media for education in a structured manner. When creating e-learning materials for the student and using social media as a forum for discussions and reflections, in-depth analysis of the study can be used to decide on various parameters.

SUGGESTIONS FOR FUTURE RESEARCH

— Researchers and decision-makers can use the findings as a guidelines when structuring the rules for initiatives of a similar nature in order to make them more student-focused.

— For the purpose of generalizing the results, similar types of research can be carried out in other universities.

— The same study with expanded parameters and objectives can be conducted on large scale by selecting various universities under the sample taking whole country as a universe.

— A comparative study of different categories of users will also help the budding researchers.

— The study was concluded on students; similar study can be analyzing the use of social media by teachers for personal learning.

REFERENCES

- Annu Devi (2020). Use of Social Media by Postgraduate Students in Agricultural Universities of Rajasthan. M.Sc. unpublished thesis, MPUAT, Udaipur.
- Gora, A. D., & Sisodia, S. S. (2021). Utilization pattern of social media among the postgraduate students. *Indian Research Journal of Extension Education*, 21(2&3), 26-32.
- Stephen, G. and Thanuskodi, S. (2014). A Study on Use of Social Networking Sites among the Students of

- Engineering and Education Colleges in Karaikudi. *Journal of Advances in Library and Information Science*, 3(4), 306-311.
- Hussain, M., Loan, F. and Yaseen, G. (2017). The use of social networking sites (SNSs) by the post-graduate students. *International Journal of Digital Library Services*, 7(1), 72-84.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., and Nerur, S. (2017). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 1-28.
- Kaviarasu, S., Janet Mary, S. and Dinesh, J. (2019). Impact of social media on the academic performance of undergraduate college students of Loyola College, Chennai City. *International Journal of Innovative Studies in Sociology and Humanities*, 6(2), 77.
- Kumar, A. (2018). Role of social media in dissemination of agricultural innovation in Haryana. Unpublished Thesis M.Sc., CSSHAU, Hisar.
- Mishra, S., Sharma, F.L., Bhimawat, B.S. and Vyas, L. 2020. Utilization pattern of e-resources among the postgraduate scholars. *Indian Research Journal of Extension Education*, 20(4), 28-33.
- Pateria, R. K. and Parmar, S. 2019. Awareness and use of social media among PG students of CCS Haryana Agricultural University, Hisar. *Library Philosophy and Practice (e-journal)*.<https://digitalcommons.unl.edu/libphilprac/2947>
- Stephen, G. and Thanuskodi, S. (2014). Use of Social Networking Sites among the Students of Engineering and Education Colleges in Karaikudi. *A Study. Journal of Advances in Library and Information Science*, 3(4), 306-311.
- Soni, J. (2016). Utilization pattern of social media by the students for education: A study at G.B. Pant University of Agriculture and Technology, Pantnagar. Unpublished Thesis M.Sc., G.B.P.U.A. & T., Pantnagar.

How to cite this article: Vikash Kumar Meena, Salman Khan, Arvind Jhaharia, Meenakshi Jhakar and Kalawati Meena (2023). Utilization Pattern of Social Media by the PG Students of Swami Keswanand Rajasthan Agriculture University and Rajasthan University of Veterinary and Animal Sciences, Bikaner. *Biological Forum – An International Journal*, 15(10): 295-303.