

# CORRELATES OF UTILIZATION OF SOCIAL MEDIA BY POST GRADUATING STUDENTS

## Abstract

The present study was conducted in three constituent agricultural colleges of Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani with an objective was to investigate the correlation between the respondents' profiles and their utilization of social media. A total of 120 postgraduate scholars pursuing higher education in agriculture were randomly selected for this investigation. Data were collected, classified, and analyzed. The data regarding profile of the respondents was reported that most of the respondents (85.84%) are aged 22-26 years, and 71.66 per cent of them are male. Whereas 50.84 per cent of them are from the general category, 85.84 per cent from rural areas, and 70 per cent from nuclear families. While 87.50 per cent of them are pursuing postgraduate degrees and 41.66 per cent of them aspire to administrative roles. Majority of them (95.83%) have smartphones and 59.17 per cent of them receive scholarships from the Government of India. In case of correlation between the profile of the respondents with their utilization of social media, it was concluded that age, family background, family income, degree programme, academic performance, job aspiration, possession of ICT, mass media exposure and fellowship awarding of the respondents had a highly significant relationship with utilization of social media. Whereas, family background of the respondent had significant relationship with the utilization of social media. Gender and caste of the respondents did not show any relationship with the utilization of social media.

**Keywords:** Correlation Coefficient, Utilization, Social Media, PG Students.

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## I. INTRODUCTION

In recent years, the landscape of communication and education has undergone significant transformations. Traditional classroom teaching methods, characterized by blackboards, chalk, and printed books, have given way to the integration of Information and Communication Technology (ICT) tools, such as smart classrooms, audio-visual aids, and video conferencing. This shift in educational paradigms has expanded the concept of education itself, now encompassing the imperative aspect of digital literacy. Among the myriad of ICT tools, social media stands out as a powerful and versatile resource for educational purposes. Social media platforms have evolved into valuable tools for supporting learning in innovative ways. The contemporary educational landscape is marked by an abundance of social media tools, social networking sites, and specialized applications. Prominent among these are platforms like Facebook, YouTube, WeChat, Instagram, Twitter, Telegram, Snapchat, LinkedIn, WhatsApp, Pinterest, Reddit, and various blogs. Social media platforms offer valuable features, including audience engagement and subject monitoring tools, making them ideal for data extraction and research purposes. Students, in their pursuit of projects or deeper subject understanding, can harness the rich information and insights available through social media networks. The proliferation of social networking websites has spurred educators to explore their potential for educational use, recognizing their capacity to foster collaboration and active learning.

In the realm of education, social media represents a dynamic and transformative technology that broadens perspectives across diverse subjects and emphasizes original content. It serves as a bridge to connect students with subject matter experts, facilitating solutions to complex topics. Social media has also gained recognition as a reliable source of information, making it an excellent platform for organizations to engage with a wide audience. One of the key strengths of social media in education is its capacity to support interactive learning, enabling constructive interactions among peers and teachers within academic communities. Its popularity among students is evident, with millions of students actively participating on various social media platforms. They utilize social media for communication, entertainment, information consumption, and, notably, education. So, the present study was conducted to explore the relationship between respondents' profiles and their utilization of social media within the educational context.

## II. METHODOLOGY

The present study was conducted in three constituent agricultural colleges of Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani, which are located in Parbhani, Latur, and Badnapur. The objective was to investigate the correlation between the respondents' profiles and their utilization of social media. A total of 120 postgraduate scholars pursuing higher education in agriculture were randomly selected for this investigation. Data were collected using structured interviews as per an interview schedule. The ten indicators were considered to judge the utilization pattern of social media by PG scholars studying viz., social networking sites and application visited / preferred for educational purpose, frequency of using social networking sites and applications for educational purpose, time spent per week for visiting social applications and sites, mode of access, preferred timing, data pack, particular purpose of social media utilization in educational field, frequency of downloading, frequency of uploading and format of

educational material. The profile characteristics of the respondents viz., age, gender, caste, family background, family type, family annual income, family education status, student's degree programme, academic performance, job aspiration, possession of ICT, mass media exposure and fellowship awarding were considered for the study. Collected data were classified, tabulated, and analyzed using various statistical measures, including mean score, standard deviation, frequency, percentage, and the coefficient of correlation.

### III. RESULTS AND DISCUSSION

The present research was undertaken to study the correlation between profile of the respondents with their utilization of social media.

- 1. Profile of the Students:** The profile characteristics of the PG students viz., age, gender, caste, family background, family type, family annual income, family education status, student's degree programme, academic performance, job aspiration, possession of ICT, mass media exposure and fellowship awarding were considered for the study. Data regarding profile of the respondents is presented in Table 1.

**Table 1: Distribution of Respondents According to Their Age**  
(N=120)

| Sr. No.  | Category                       | Frequency | Percentage |
|----------|--------------------------------|-----------|------------|
| <b>A</b> | <b>Age</b>                     |           |            |
| 1        | Up to 21 years old             | 05        | 04.16      |
| 2        | Between 22 to 26 years         | 103       | 85.84      |
| 3        | 27 years and above age group   | 12        | 10.00      |
| <b>B</b> | <b>Gender</b>                  |           |            |
| 1        | Male                           | 86        | 71.66      |
| 2        | Female                         | 34        | 28.34      |
| <b>C</b> | <b>Caste</b>                   |           |            |
| 1        | General                        | 61        | 50.84      |
| 2        | OBC                            | 42        | 35.00      |
| 3        | SC/ST                          | 17        | 14.16      |
| <b>D</b> | <b>Family background</b>       |           |            |
| 1        | Urban                          | 17        | 14.16      |
| 2        | Rural                          | 103       | 85.84      |
| <b>E</b> | <b>Family type</b>             |           |            |
| 1        | Joint                          | 36        | 30.00      |
| 2        | Nuclear                        | 84        | 70.00      |
| <b>F</b> | <b>Family annual income</b>    |           |            |
| 1        | Low (Up to 13697)              | 00        | 00.00      |
| 2        | Medium (13698 to 287769)       | 107       | 89.16      |
| 3        | High (287770 & above)          | 13        | 10.84      |
| <b>G</b> | <b>Family education status</b> |           |            |
| 1        | Low (up to 1)                  | 21        | 17.50      |
| 2        | Medium (2 to 5)                | 62        | 51.66      |
| 3        | High (6 & above)               | 37        | 30.84      |
| <b>H</b> | <b>Degree programme</b>        |           |            |
| 1        | Ph.D.                          | 15        | 12.50      |

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|          |                             |     |       |
|----------|-----------------------------|-----|-------|
| 2        | Master                      | 105 | 87.50 |
| <b>I</b> | <b>Academic performance</b> |     |       |
| 1        | Low (Up to 7.58 OGPA)       | 18  | 15.00 |
| 2        | Medium (7.59 to 8.47 OGPA)  | 78  | 65.00 |
| 3        | High (8.48 OGPA & above)    | 24  | 20.00 |
| <b>J</b> | <b>Job aspiration *</b>     |     |       |
| 1        | Administrative              | 50  | 41.66 |
| 2        | Management                  | 02  | 01.66 |
| 3        | Teaching/ Research          | 40  | 33.34 |
| 4        | Banking                     | 18  | 15.00 |
| 5        | Defence                     | 01  | 0.84  |
| 6        | Extension/ Social services  | 09  | 7.50  |
| <b>L</b> | <b>Possession of ICT*</b>   |     |       |
| 1        | Smart Phone                 | 115 | 95.83 |
| 2        | Television                  | 86  | 71.66 |
| 3        | Ordinary Mobile Phone       | 73  | 60.83 |
| 4        | Laptop                      | 69  | 57.50 |
| 5        | Radio                       | 47  | 39.16 |
| 6        | Desktop computer            | 24  | 20.00 |
| 7        | Tablet                      | 11  | 09.16 |
| 8        | iPhone                      | 06  | 05.00 |
| <b>M</b> | <b>Mass media exposure</b>  |     |       |
| 1        | Low (up to 11.97)           | 17  | 14.16 |
| 2        | Medium (11.98 to 18.72)     | 89  | 74.17 |
| 3        | High (18.73 and above)      | 14  | 11.67 |
| <b>O</b> | <b>Fellowship awarding</b>  |     |       |
| 1        | GOI                         | 71  | 59.17 |
| 2        | ICAR                        | 01  | 00.83 |
| 3        | Any other                   | 04  | 03.33 |
| 4        | None                        | 44  | 36.67 |

\* Multiple responses

In case of age of the respondents, the majority of respondents (85.84%) fell between the ages of 22-26, while 10 per cent of them were 27 years or older. Only 4.16 per cent of respondents were 21 years old or younger. Regarding gender of the respondents, the majority (71.66%) of them in the PG degree program at VNMKV, Parbhani, were male, with the remaining 28.34 per cent being female. Regarding caste of the respondents, 50.84 per cent of the respondents belonged to the general category, 35.00 per cent to the OBC category, and the remaining 14.16 per cent to the SC/ST category. Family background data showed that 85.84 per cent of respondents were from rural areas, while 14.16 per cent were from urban areas. Concerning family type of respondents, the data revealed that 70.00 per cent of respondents belonged to nuclear families, with the remaining 30.00 per cent coming from joint families. In terms of family income, 89.16 per cent of respondents reported medium-level annual incomes, while 10.84 per cent of them had high family incomes. No respondents reported low family income. Family education status indicated that 51.66 per cent of respondents had parents with a medium

level of education, 30.84 per cent had parents with a high level of education, and 17.50 per cent came from families with lower educational backgrounds.

The further revealed that among the selected respondents, 87.50 per cent of them were pursuing post-graduation degrees, while 12.50 per cent respondents were enrolled in Ph.D. programs. In terms of academic performance, 65.00 per cent of respondents achieved a medium level of performance, with grades ranging from 7.59 to 8.47 out of 10.00. 20.00 per cent had high academic performance (above 8.48), and 15.00 per cent of them had low academic performance (below 7.58).

In terms of job aspirations, 41.66 per cent of respondents desired administrative jobs, followed by 33.34 per cent of them wanted to pursue teaching and research, 15.00 per cent aimed for careers in banking, 7.50% sought roles in extension or social services, 1.66 per cent were interested in management, and 0.84% aspired to join the defence sector. Regarding possession of ICT of the respondents, the majority of respondents possessed smartphones (95.83%), followed by television sets (71.66%), ordinary mobile phones (60.83%), laptops (57.50%), radios (39.16%), desktop computers (20.00%), tablets (9.16%), and iPhones (5.00%). In case of mass media exposure, mass media exposure data revealed that 74.17 per cent of respondents had a medium level of exposure, 14.16 per cent had low exposure, and 11.67 per cent had high exposure. Concerning fellowship awards of the respondents, the majority (59.17%) of respondents received scholarships from the Government of India (GOI), while 36.67 per cent did not receive any scholarships. A smaller percentage (3.33%) received scholarships from other institutions like SARATHI, and 0.83 per cent received ICAR scholarships.

- 2. Utilization Pattern of Social Media by the Post Graduating Students:** The research study was carried out to measure the utilization pattern of social media by post graduating students. Social applications and other nine (total ten) indicators were used to judge the utilization pattern of social media in the study.

**Table 2: Distribution of Respondents According to Overall Frequency of Using Social Media for Education**  
(N=120)

| Sr. No. | Category            | Frequency | Percentage |
|---------|---------------------|-----------|------------|
| 1       | Low (up to 47)      | 20        | 16.66      |
| 2       | Medium (48 to 91)   | 78        | 65.00      |
| 3       | High (92 and above) | 22        | 18.34      |

Table 2 revealed that maximum number of respondents (65.00%) belonging to medium level of overall frequency of utilization of social media for education purposes, followed by 16.66 per cent and 18.34 per cent of them falls in low and high category, respectively. It shows that day by day popularity of social media is increasing among the respondents for educational purpose. This is one of the better signs regarding the use of social media.

- 3. Correlation between profiles of the respondents with their utilization of social media:** The data regarding relationship between profile of PG students and their utilization pattern of social media are presented in Table 3.

**Table 3: Relationship between Profiles of the Users with Utilization Pattern of Social Media**

| Sr. No. | Profile of the respondents  | 'r' value            |
|---------|-----------------------------|----------------------|
| 1       | Age                         | 0.344**              |
| 2       | Gender                      | 0.131 <sup>NS</sup>  |
| 3       | Caste                       | 0.064 <sup>NS</sup>  |
| 4       | Family Background           | 0.282**              |
| 5       | Type of family              | 0.201*               |
| 6       | Family income               | 0.295**              |
| 7       | Family Education status     | -0.058 <sup>NS</sup> |
| 8       | Degree programme            | 0.342**              |
| 9       | Academic performance (CGPA) | 0.330**              |
| 10      | Job Aspiration              | 0.357**              |
| 11      | Possession of ICT           | 0.420**              |
| 12      | Mass Media Exposure         | 0.461**              |
| 13      | Fellowship awarding         | 0.447**              |

NS = Non-significant

\*Significant at 0.05 level of probability

\*\* Significant at 0.01 level of probability

Data from Table 3 revealed that age, family background, family income, degree programme, academic performance, job aspiration, possession of ICT, mass media exposure and fellowship awarding of the respondents had a highly significant relationship with utilization of social media. Whereas, family background of the respondent had significant relationship with the utilization of social media. Gender and caste of the respondents did not show any relationship with the utilization of social media.

This finding is similar with the findings of Garhwal (2010), Soni (2016) and Yunus Mohmmadi and Sheikh (2016).

#### IV. CONCLUSION

This study profiles postgraduate students at Vasanttrao Naik Marathwada Krishi Vidyapeeth, Parbhani. Key findings include a majority falling within the age range of 22-26, a predominance of males (71.66%), and diverse caste backgrounds. Most students hail from rural areas (85.84%) and nuclear families (70.00%), with medium-level family incomes (89.16%). The majority pursue postgraduate degrees (87.50%), with varying academic performance. Career aspirations range from administrative roles (41.66%) to teaching and research (33.34%). Most students possess smartphones (95.83%) and have medium mass media exposure (74.17%). GOI scholarships are common (59.17%), while others receive scholarships from different institutions. This profile analysis forms the basis for studying the

relationship between these factors and social media usage for educational purposes. In conclusion, this profile analysis provides a foundational understanding of the student cohort, setting the stage for a deeper exploration of how these demographic and socio-economic factors correlate with the utilization of social media for educational purposes. Understanding these connections can offer valuable insights into the evolving landscape of education and technology adoption among postgraduate students. The study also revealed that maximum number of respondents belonging to medium level of overall frequency of utilization of social media for education purposes. The correlations coefficient reported that age, family background, family income, degree programme, academic performance, job aspiration, possession of ICT, mass media exposure and fellowship awarding of the respondents had a highly significant relationship with utilization of social media. Whereas, family background of the respondent had significant relationship with the utilization of social media. Gender and caste of the respondents did not show any relationship with the utilization of social media.

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