KNOWLEDGE EXTENT OF THE PH.D. STUDENTS ABOUT SOCIAL MEDIA IN A.N.D. UNIVERSITY OF AG. & TECHNOLOGY, KUMARGANJ, AYODHYA (U.P.) INDIA

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Abstract

Now a days through social media people are easily connected to each other thus enhancing the knowledge sharing process, it shows that the usage of social media by the students and type of that use by respondents, Social media is becoming one of the most popular and most accessed media of communication these days, the world of extent knowledge require researcher to share knowledge among them with the invention of social media it utilizes information and communication technologies to improve people to people connections, With the advancement of science and technology, the world has come close to each other. Today people don't have to wait for the dissemination process but the condition is such that every social media user has become a source of information on their own. The daily news and views to which the social media user comes across cover a wide range of topics. These topics or subjects are related to the happenings of our surrounding. The whatsapp was I[st] and facebook was IInd rank Instagram that it got IIIrd ranks.

Key words: whatsapp, Facebook, Twitter, Instagram, Students.

Introduction

Social media have been defined in a variety of ways. The definition of social media as a "platform to create profiles, make explicit and traverse relationships" by Boyd & Ellison, 2008. Social media is often described by example. Social networking sites, blogs, wikis, multimedia platforms, virtual game worlds and virtual social worlds SNS in the United States social networking market (com Score, 2011). Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via and networks, Social media are technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders". These technologies now include blogs, wikis, media (audios, photos, videos, texts) sharing tools, networking platforms (including Facebook) and virtual worlds, Social media has brought different people from the different geographical area on one platform on which they can share their feeling, ideas, emotions, information and much more (Bryer & Zavatarro, 2001). Social media, derived from the social software movement, are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing (Junco *et al.,* 2010).

Methodology

Acharya Narendra Deva University of Agriculture and Technology, Kumarganj, Ayodhya in the district Ayodhya (U.P.), hence the study has been purposively confined in one of its university. The particulars of the district have been furnished here has under. The district Ayodhya, is situated at 26.50°N latitude and 81.4°E longitude. Its total geographical area is 2643 square kilometer. The density of population is 1054 per square kilometer. It has five tehsils namely Faizabad, Milkipur, Bikapur Sohaval, Rudouli and community development blooks namely Sohaval, Masodha, Purabazar, Mayabazar, Milkipur, Amaniganj, Bikapur, Tarun Haringtonganj, Rudouli and Mawie At the second stage of sampling out of 11 communities development Blocks in Ayodhya district, the Milkipur development Block was selected purposively for this study because of the criteria that Acharya Narendra Deva University of Agriculture & technology, Kumarganj is situated in this Block. Community development block, Milkipur was established in 1962. This is a post stage block according to block settlement. The block has been divided into six village development officer's circle for carrying out the development activities. This block has 10 Nyan panchayats namely Inayat Nagar, Dobhiyara, Gukula, Alipur khajuri, Kuchera, Tendha, Sari, kurawan, Sidsid and Milkipur and 67 gram panchayats and 113 villages which cover a total geographical area of 2169.45 square kilometers. The total population of the Block according to 2011 census was 158,938 (78,528 Male and 80410 female), among them 25,872 males and 8,926 female were literate.

Result and Discussion

Knowledge Extent of the students about using the social media pattern

It which obvious from the Table 1 that among all of social media users by the respondents for extent knowledge and general information sources as well as about various

knowledge on social media. The information sources were categorized in to five category, namely knowledge Extent name (social media), do you know about the following services of social media pattern, Do you know about agency related to agriculture development list in above, Do you know about the following specific information needed about better future through social media pattern. Which services known by the students group's via social media pattern. What benefits do you know from using social media pattern in communication information? First category, rank at I[st] as for as use of social media by the respondents were concerned. The whatsapp, was I[st] and facebook was IInd rank Instagram that it got high ranks and that type not use it less rank by the respondents. IIIrd, Imo VIIth and you tube rank V[th], QQ XIth, pinetrest X[th], Befilo XVIIIth, twahoo XIIIth, zoimas XVIIth, twitter V[th], telegram VIth, Linkedln VIIIth, Okuna XIVth, reddit XIVth, vero XIVth, Snapchat XIIth, viber XIIIth, wechat IXth, Qzone XVth, weibo and Baidutieba XIVth and black planet XVth, In respectively and other also get rank according the usage of respondents that type of social media used or had information about.

Second Category as for as namely Internet services I[st], Entertainment services IInd, give new information related services IVth, Help in the research services VIth, Transfer/ Transaction services V[th] and Communication services IIIth, respectively. So far as   agency/Institutes which, provides needed information related to agriculture development and its allied viz. Dairy, Fisheries, Agro-forestry, Horticulture, Agricultural Extension etc. through social media pattern? (Kisan Call Centers provides information to students through direct contact through different social media pattern I[st], ATICs (Agriculture Technology Information Centre, IInd, Private agencies, Krishi Vigyan Kendras (KVKs) IIIrd, Agriculture Department VIth, NGOs V[th] and privet agency IVth, got rank order in respectively.

So far as Do you know about following specific information needed about your better future through social media pattern? in this category like, Information for better develop new strategies I[st], Information about research work, IIIrd, New information for develop the management practices IInd, Information about for change technology knowledge IVth, got rank respectively. So far as which, services known by the student's group via social media pattern.In this category namely. e-Governance VIIIth, e-chupal VIIth, AGRISNET (Agricultural Informatics and Communication System Network) V[th], AQUA (Almost Questions Answered) VIth, AGMARKNET (Agricultural Marketing Information System) IVth, Research work IXth, Facebook, IIIrd, Chatting I[st], information about for change technology knowledge IInd got rank orders respectively.

Knowledge extent of the students about contact with information sources in his university

Table 2 reveals that the distribution of students contacts or majority of respondents having contact with deferent information sources as they have contact the extent of contact of respondents namely, vice-chancellor of university (60%), Dean of college (70%), Advisor (100%), class teacher (95%), Placement officer (54%), Hostel warden (92%), Registrar (78%), Deputy registrar (47%), Head of the Department (98%), other teacher (68%) and teacher of other university (45%), respectively.

Conclusion

That among all of social media users by the respondents for extent knowledge and general information sources as well as about various knowledge on social media. The information sources were categorized in to five category, namely knowledge Extent name (social media), do you know about the following services of social media pattern, Do you know about agency related to agriculture development list in above, Do you know about the following   specific information needed about better future through social media pattern. Which services known by the students group's via social media pattern. What benefits do you know from using social media pattern in communication information? First category, rank at I[st] as for as use of social media by the respondents were concerned. The whatsapp, was I[st] and facebook was IInd rank Instagram that it got high ranks and that type not use it less rank by the respondents. IIIrd, Imo VIIth and you tube rank V[th], QQ XIth, pinetrest X[th], Befilo XVIIIth, twahoo XIIIth, zoimas XVIIth, twitter V[th], telegram VIth, Linkedln VIIIth, Okuna XIVth, reddit XIVth, vero XIVth, Snapchat XIIth, viber XIIIth, wechat IXth, Qzone XVth, weibo and Baidutieba XIVth and black planet XVth, In respectively and other also get rank according the usage of respondents that type of social media used or had information about.

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Table 1: Distribution of respondents on the basis of extent of knowledge about using of social media pattern   **N=100**

S. No.	Knowledge Extent	MPS	Ranks
A.	**Have you know of social media pattern?**		
1.	Face book	1.99	II
2.	Whatsapp	2.00	I
3.	Instagram	1.94	III
4.	Imo	1.63	VII
5.	You tube	1.87	V
6.	QQ(quick question)	1.03	XI
7.	Pinterest	1.04	X
8.	Befilo	0.99	XVIII
9.	Twhoo	1.01	XIII
10	Zoimas	0.91	XVII
11.	Twitter	1.81	IV
12.	Telegram	1.71	VI
13.	Linkedln	1.07	VIII
14.	Okuna	1	XIV
15.	Reddit	1	XIV
16.	Vero	1	XIV
17.	Snapchat	1.02	XII
18.	Viber	1.04	X
19.	We chat	1.05	IX
20.	Qzone	1.01	XV
21.	Weibo	1	XIV
22.	Baidutieba	1	XIV
23.	Black planet	1.01	XV
	Average	**1.878333**	
B.	**Do you know about the following services of social media pattern?**		
1.	Internet services	2	I
2.	Entertainment services	1.97	II
3.	Give new information related services	1.87	IV
4.	Help in the research services	1.7	VI
5.	Transfer/ Transaction services	1.78	V
6.	Communication services	1.95	III
	Average	**1.878333**	

C.	Do you know about the agency/ Institutes which, provides needed information related to agriculture development and its allied viz. Dairy, Fisheries, Agro - forestry, Horticulture, Agricultural Extension etc. through social media pattern?		
1.	Kisan Call Centers provides information to students through direct contact through different social media pattern.	1.94	I
2.	ATICs (Agriculture Technology Information Centre)	1.87	II
3.	Krishi Vigyan Kendras (KVKs)	1.85	III
4.	Agriculture Department	1.74	V
5.	NGOs	1.72	VI
6.	Private agencies	1.84	IV
	Average	**1.82833**	
D.	Do you know about following specific information needed about your better future through social media pattern?		
1.	Information for better develop new strategies	1.97	I
2.	Information about research work	1.93	III
3.	New information for develop the management practices	1.94	II
4.	Information about for change technology knowledge	1.92	IV
	Average	**1.94**	
E.	Which, services known by the student's group via social media pattern?		
1.	e-Governance	1.84	VIII
2.	e-Choupal	1.85	VII
3.	AGRISNET (Agricultural Informatics & Communication System Network)	1.87	V
4.	AQUA (Almost Questions Answered)	1.87	VI
5.	AGMARKNET (Agricultural Marketing Information System)	1.89	IV
6.	Research work	1.75	IX
7.	Facebook	1.95	III
8.	Chatting	1.99	I
9.	Information about for change technology knowledge	1.97	II
10.	e-market plus	1.35	X
	Average	**1.79**	
F.	What benefits/advantages do you know from using social media pattern in communicating information?		
1.	Help to easily send or communicate information anytime the need arose	2	I
2.	Mostly solve problem quickly	1.99	III
3.	Assist in obtaining new information quickly	1.97	V
4.	Help to exchange new information anytime the need arose	1.96	VI
5.	Increase technology knowledge of students quickly	1.98	IV
6.	Continuous helps in accumulate current information from accruing area	1.99	II
	Average	**1.9817**	
Overall average, A+B+C+D+E+F=		**9.506696**	

Table 2: Distribution of respondents on the basis of their contact   **N=100**

S. No.	Categories	Respondents	
		F	**%**
1.	Vice-chancellor of university	60	60.00
2.	Dean of college	70	70.00
3.	Advisor	100	100.00
4.	Class teacher	95	95.00
5.	Placement officer	54	54.00
6.	Hostel warden	92	92.00
7.	Registrar	78	78.00
8.	Deputy registrar	47	47.00
9.	Head of the department	98	98.00
10.	Other teacher	68	68.00
11.	Teacher of the other university	45	45.00