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Social media tools used for agriculture graduate student for Academic performance

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Abstract
New media tools are web-based information communication tools for disseminating information to a broad audience, often with shared interests. It has become a huge and integral component of how people spend their time online. It has great potential for sharing information and gaining knowledge. However, several questions have emerged about these new media tools with respect to agricultural education, research, and services. Given the expanding scope and enormity of the use of new media tools, the researchers sought to identify the activities and the level of their use related to agriculture education that is being shared in this platform. The objective of research was to determine the accessibility and extent of new media tools used in relation to students' subject discipline. Information from students on communication techniques and activities related to agricultural education was collected through new media tools such as Whatsapp, Facebook and survey monkey and data were analyzed using mean and frequency. It was revealed that 80 % of the students were engaged in socially integrated on new media platforms. In addition, more than 70% of students performed in social networking like Facebook and Google+. Online has entered into all departments throughout the world.

Keywords: agriculture graduates, new media tools and utilization

1. Introduction
Information and Communication Technologies are emerging as an important tool for the development of societies and have driving forces in economies worldwide. Social media are web-based tools of electronic communication that allow users to personally interact with others individually or in groups for the purposes of exchanging information, sharing thoughts and opinions, influencing and facilitating decision-making by creating, storing, retrieving and exchanging information in any form (text, pictures, video, etc.,) by anyone in the virtual world[4]. Merriam-Webster (2015) defines, "social media as forms of electronic communication through which users can create online communities to share information, ideas, personal messages, and other content". Accessibility of social media through mobile phones and the scope of mass-personal and mass-self communication makes it a popular platform among the masses to share ideas and increase link ability and content sharing across multiple platforms. Different types of social media platforms are described in Table 1 below [4].

Table 1: Types of social media platforms

SI. No	Type of platform	Examples
1	Social networking sites	Facebook, Google+
2	Blogs and Micro-blogs	Blogger, Wordpress, Twitter, Instagram
3	Content communities	Video (YouTube, Vimeo, Vine), Photo (Instagram, Flickr, Tumbler), Audio (Sound cloud Podcasts) MS Office docs, PDF, PPT (Slideshare)
4	Socially integrated messaging platforms	Whatsapp, Facebook messenger, Snapchat
5	Professional networking	Research Gate, Academia.edu, LinkedIn

***Source*:** Extension Next, Bulletin No.1, March, 2017 [3].

This paper aims to provide pilot study research about new media platforms activity and use by agriculture graduate educators and students.

2. Materials and Methods
This study was used online research methods (ORMs) are ways in which researchers can collect data via the internet. Internet research can be done in different ways. In Comparing more than a few forms of online surveying, MacElroy state that, "describes some of the common forms of online research being used for commercial applications, ranging from the most basic through highly sophisticated forms. With fast growth, the internet has been used almost everywhere" [2].

Online has entered into all departments throughout the world. Nowadays online communication is becoming popular. Like other fields, the agricultural field also equally uses online communication in an effective manner. For agriculture research, the internet's bi-directional, multimedia characteristics make agriculture research more easily and efficiently. In this paper, data collection in agriculture research is discussed. Nature of respondent's agriculture graduate students, 60 students selected using a convenience sampling method. Information from students on communication techniques and activities related to agricultural education was collected through new media tools such as Whatsapp, Facebook and survey monkey and data were analyzed using mean and frequency.

3. Results and Discussions

Here there are some activities that are normally performed by new media users on social networking sites. Activities may be of different types related to different fields. In agriculture, the Activities were related to asking questions and replying to the new media platforms. An attempt was made to know whether the students of agriculture education perform such activity, their responses were collected in terms of 'do' or 'don't'. The score for measurement was assigned as 0 and 1 assigned respectively [1].

Table 2: Social media Activity of Agriculture Graduate Students related to agriculture N=60

SI. No	Category of New media platforms	Performance category			
		DO		Don't	
		Frequency	Percentage	Frequency	Percentage
1	Social networking	44	73.33	16	26.67
2	Blogs and Micro blogs	22	36.67	38	63.33
3	Content communities	34	56.67	26	43.33
4	Socially integrated	48	80.00	12	20.00
5	Professional networking	42	70.00	18	30.00
Average		38	53.33	22	36.67

***Source*:** Computed by the researchers

The above table 2 shows that more than i.e.50 % of the students engaged new media platform while remaining i.e. 36 % of the respondents do not perform such activity. This activity basically depends on the interest of the respondents. So it may be the reason that the majority of the respondents involve themselves in such types of activities. The above results show that most of the respondents' i.e. 80 % are involved in socially integrated activity, 73.33 are involved in Social networking and 70 % of the respondents involved in Professional networking activity while remaining respondents do not perform such activity. The power of social media for those who have access-is truly significant. Worldwide, nearly one in four people connect to social networks on a monthly basis. More than one billion accounts are registered on the single most popular social network, Face book.

Table 3: Social Networking Activity of Agriculture Graduate Students

SI. No	Social networking sites	Performance category				
		Duration (hours) / per day			Purpose	
		0-3	4-6	> 6	Academic	Non Academic
		Percent	Percent	Percent	Percent	Percent
1	Facebook	16.67	35.00	48.33	66.67	33.33
2	Google +	29.00	44.00	27.00	80.00	20.00
Average		58.33	17.50	24.17	73.33	26.67

***Source*:** Computed by the researchers

Facebook is the most used social media platform in the world with more than 1.87 billion monthly active users on the site (we are social, 2017). Mostly used for creating personal profiles and networks with friends, colleagues and peers.

The above table 3 shows that majority of the students spent time on Facebook and Google+ daily more than 4 hours, 16 per cent of them spent between 0-3 hours. Facebook and Gmail can help students develop connections between individuals and the community; enhance educational efforts and also useful to find out job vacancy. It is used to share agricultural information and messages. Create professional groups on a specific theme and share knowledge; connect with other groups, organizations.

Table 4: Blogs and Micro blogs Activity of Agriculture Graduate Students

SI. No	Social networking sites	Performance category				
		Duration (hours)/per day			Purpose	
		0-3	4-6	> 6	Academic	Non Academic
		Percent	Percent	Percent	Percent	Percent
1	Blogger	100.00	0.00	0.00	68.33	31.67
2	Word press	100.00	0.00	0.00	61.67	38.33
3	Twitter	80.00	20.00	0.00	11.67	88.33
4	Instagram	100.00	0.00	0.00	5.00	95.00
Average		95.00	5.00	0.00	36.67	63.33

***Source*:** Computed by the researchers

A blog is an easy to publish web page where contributors can posts news, thoughts, comments, etc. A Blog is also called an online dairy. Microblogging (i.e. twitter) is a form of blogging that allows users to write brief text updates and publish them.

Out of 60 total students, 95 per cent of the students spending between 0-3 hours on twitter and blog daily, Blogs and twitter are an effective way for students to share class notes, new ideas, personal opinions and own experience.

Table 5: Content communities Activity of Agriculture Graduate Students

SI. No	Social networking sites	Performancecategory				
		Duration (hours) / per day			Purpose	
		0-3	4-6	> 6	Academic	Non Academic
		Percent	Percent	Percent	Percent	Percent
1	MS office (docs /PDF /PPT)	35.00	46.67	18.33	100.00	0.00
2	Photo (Flickr, Tumbler)	83.33	13.33	3.33	35.00	65.00
3	Audio (Sound cloud, Podcasts)	78.33	16.67	5.00	13.33	86.67
4	Video (You Tube, Vimeo)	35.00	51.67	13.33	78.33	21.67
Average		57.92	32.08	10.00	56.67	43.33

***Source*:** Computed by the researcher

About 57 per cent students used MS office and YouTube between 0-3 hours daily. Content communities like YouTube, Instagram, Soundcloud, MS Office docs, PDF, PPT. Mostly formed to share specific types of content easily amongst many users. Media richness is high for specific content. They are an easy means to reach a global user base is an interesting way.

Table 6: Messaging platforms Activity of Agriculture Graduate Students

SI. No	Social networking sites	Performance category				
		Duration (hours)/per day			Purpose	
		0-3	4-6	> 6	Academic	Non Academic
		Percent	Percent	Percent	Percent	Percent
1	Whatsapp	10.00	30.00	60.00	100.00	0.00
2	Facebook messenger	25.00	63.33	11.67	53.33	46.67
3	Snapchat	100.00	0.00	0.00	86.67	13.33
Average		45.00	31.11	23.89	80.00	20.00

***Source*:** Computed by the researchers

A Messaging platform allows exchange of messages for communication. There are a number of platforms like Whatsapp, Telegram, Facebook messenger etc.

More than 50 per cent the students spending time on daily above 4 hours especially whatsapp users very high. Whatsapp messenger is a cross platform messaging app which allows users to exchange messages, audio, video, photographs. Students and teachers create whatsapp groups to disseminate information.

Table 7: Professional networking Activity of Agriculture Graduate Students

SI. No	Social networking sites	Performance category				
		Duration (hours) / per day			Purpose	
		0-3	4-6	> 6	Academic	Non Academic
		Percent	Percent	Percent	Percent	Percent
1	Research Gate	90.00	10.00	0.00	100.00	0.00
2	Academia.edu	100.00	0.00	0.00	71.67	28.33
3	Linkedln	90.00	10.00	0.00	38.33	61.67
Average		93.33	6.67	0.00	70.00	30.00

***Source*:** Computed by the researchers

Academic Networks like Researchgate and academia edu help in improve visibility of research. Students can create profiles on this service and list their publications share research article, reports and uploads manuscripts and build connections with researchers. Linkedin helps students connect with other professionals, look for jobs. Above table indicate that, majority of the students' i.e 93 per cent respondents spending time on daily 0-3 hours for social networking sites. As shown in tables 3-7 more than 60 per cent students used social media tools for academic performance, Above 50 per cent of the students spending time on 0-3 hours daily, Most of the students spending time daily more than 6 hours for facebook and whatsapp.

4. Conclusion

New media tools such as Whatsapp, Facebook, Twitter, blogs, wikis, blogs, professional networking, and many others, people are spending enormous amounts of time on websites used to share information and connect with people. New media tools can aid in every part of the farming value chain such as planning, inputs, on-farm production, post-harvest process, access to markets. Now a day's new media tools have enormous potential to improve students' knowledge and future development. Facebook has 195.16 million active users in India, YouTube gets more than 50 million unique users each month, Twitter has 23.2 million users, Whatsapp has 70 million users in India and the highest monthly active users in the world [5]. All the statistics prove the huge potential that social media can be for agriculture graduates to reach out to the people. Supportive use of new media will bring a knowledge revolution in agriculture. Agricultural scientists and research scholars need to conduct research on new media tools for the benefit of students and the farming communities. Nowadays online communication is becoming popular. Like other fields, the agricultural field also equally uses online communication in an effective manner. The evidence shows that in the future new media will increase its role in

Educating students, as well as training farmers and other agriculture stakeholders in Tamil Nadu. We hope that new media tools will mark the turning point in the student's futures.

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