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M C, Subangi and B, Jeyapragash, "Impact on Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agricultural Institutions: A Study" (2020). *Library Philosophy and Practice (e-journal)*. 4422.

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Impact on Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agricultural Institutions: A Study

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Abstract

The present research study focuses on the awareness of Social Media among the Faculty Members and Research Scholars of different subject background in Tamil Nadu Agricultural Institutions. A Well structured questionnaire was used to collect the information from the respondents. A total number of 965 filled in questionnaire were received back out of 1200 questionnaire. It was found that majority of the respondents participated in the study had medium level of awareness on Social Media. In addition, the benefits of using Social Media at different age groups and qualifications were also assessed to find out the sources from which they acquire the knowledge about Social Media as well revealed the constraints of Social Media among respondents. The results of the present study had revealed that, both male and female respondents participated in the study have shown very low level of awareness on Social Media. The study concludes that the impact on the Social Media among the Faculty members and the Research Scholars of Tamil Nadu Agricultural Institutions were found to be prompt.

Keywords: Social Media, Awareness, Benefits, Constraints, Tamil Nadu Agricultural Institutions.

1. Introduction

Now a day, the fashionable resource sharing methods such as Facebook, YouTube, Flickr and Delicious provide various types of content on a particular domain. Social Media allow for sharing of educational resources and use of research and make research collaborators. These platforms will permit the storage of resources of different formats. Social Media has focus only on particular media types, e.g. videos in YouTube, pictures in Flickr, and bookmarks in Delicious, even if these resources belong to one and the same learning context. In this study, we have concentrate to find the crash on social Media among researcher of Tamil Nadu Agricultural Institutions.

The Social Media (SM) is having an important role in the area of communication and has rapidly changed the scenario **Saravanan, (2016)¹**. SM is not only used for connecting the large audience but also an important platform to enrich the relationships and educate. The growth of SM, quenches the importance of the researchers and academicians to enrich/enhance their scholarly communication and to improve their citation. In addition, SM is an important basement for the sharing of academic oriented information, interchanging of scholarly publications, comments, advice and opinions, suggestions and ideas instantly and interactively. The research scholar community of various backgrounds is also utilizing the SM for the designing of the research objective at various stage of their study. Nowadays, SM has become a valuable tool among the young generation upon various activities. Many people are spending a plenty of time on SM, without thinking its effect **Al-badi (2013)²**. The research participants across the world are utilizing the opportunities of SM for the purpose of online survey and file-sharing to show case their research outputs. Recently, a different mindset has been popularized among the researchers that they adopt SM for expressing their research-results rather than traditional publication processes. The over usage of SM has also implements a different relationship interaction between friends on facebook, twitter and instagram and reduces face-to-face interaction. **Jeyapragash, (2018)³** have been reported that the Faculty members and Research Scholarss of different academic institutions should be more collaborative with their relevant researchers through the pipeline of Social Media activities. And also the users of Social Media especially the researchers of academic institutions should have much awareness while using the various SM sites such as, Facebook, LinkedIn, Twitter, Pinterest, Instagram, Google+, research blogs and

gaming sites etc., The present research work will be very useful for the SM users for their safe usage in research activities upon SM usage.

Advantages of Social Media on Education:

The major advantages of Social Media are described in detail below

- SM has connects researchers/academicians with the students of different locality.
- SM Provides a platform for easy & barrier free access for e-learning.

Hiremath, (2016)⁴ has stated that, the usage of SM among the academicians helped to communicate and connect each other from different locality. Many Libraries administrative works have been modified upon using SM to get interactive relationship with their user's worldwide. In addition he also reported that the SM has become an important part of the user's life and thinks that their soul surrounds on the network system. Many smart phone users and SM users are having the habit of checking their mobile phones for latest tweet and update at the interval of two minutes. The collaborative research work is the major thrust area which is only possible with the usage of SM. It has changed the way of research conduction and communication gap among its users. Nowadays, the adoption of SM by the experts of various back ground is highly appreciated. SM is a primary resource for academicians of different researchers for various purposes *viz*; reviewing, citing, visiting and sharing of the research publications on SM at zero cost investment.

2. Review of the Literature

Asemah et al. (2013)⁵ have found that the exposure of under graduate students of Kogi State University in SM has shown negative impact on their academic performance and suggested that the students may reduce the time of SM usage to successes in their academic examinations. **Patrut et al. (2013)⁶** have suggested that the comments/reports of working hypothesis such as online personal identity, socialization at various blogs and platforms in SM are approvable and helpful for framing new concepts for the conduction of new and novel research at different educational back ground. **Sokoya et al. (2012)⁷** have reported that many researchers of agricultural division from Nigeria are using Facebook as SM for their betterment and easy communication with trained professionals. The usages of Facebook by the agriculturalist are

getting a barrier free exposure to the latest skills from the professionals. In addition, the benefited users are highly recommending the weblinks/blogs to their fellow colleagues is trending. **Sookhtanlo et al. (2009)⁸** have found that most library users are male who have different reasons for their usage. In addition, Post Graduate and Research Scholars are the frequent users spends their major time in the Library. And, most of the users are searching IT based agricultural tools, helps and products for their problems. And also it is to be noted that the recent advancement technologies like wireless network service and android mobile applications has reduced the preference of library usage.

3. Objectives of the Study

The major objectives of the study are;

1. To find out the level of awareness on Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agricultural Institutions.
2. To find out the Personal Benefits of using Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agricultural Institutions.
3. To reveal the constraints of Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agricultural Institutions.

4. Methodology

The data/information on Social Media awareness was collected by adopting a simple random sampling method from the Faculty members and research scholars of various disciplines in Tamilnadu Agriculture University and its Constitution Colleges and Research Institute in Tamilnadu. Among the 1200 circulated questionnaires only 965 filled in structured questionnaire were received from 19 institutions. The response rate is 80.41%.

Table 1

Sample Distribution and Received

S. No.	Name of the University/College	No. of Questionnaires Distributed	No. of Questionnaires Received	Percentage %
1	AC & R I, Coimbatore	350	260	74.29
2	HC & RI, Coimbatore	45	33	73.33
3	AEC & RI, Coimbatore	65	48	73.85
4	SPGS, Coimbatore	15	9	60.00

5	AC & RI, Madurai	220	194	88.18
6	CSC & RI, Madurai	25	16	64.00
7	ADAC & RI, Trichy	63	49	77.78
8	HC & RI for Women, Trichy	32	31	96.88
9	AEC & RI, Trichy	79	78	98.73
10	AC & RI, Killikulam, Tirunelveli	98	82	83.67
11	FC & RI, Mettupalayam	51	47	92.16
12	AC & RI, Eachangkottai, Thanjavur	55	22	40.00
13	AC & RI, Kudumiyamalai, Pudukkottai	23	24	104.35
14	AC & RI, Vazhavachanur, Tiruvannamalai	24	20	83.33
15	HC & RI, Periyakulam, Theni	55	52	94.55
	Total	1200	965	80.41

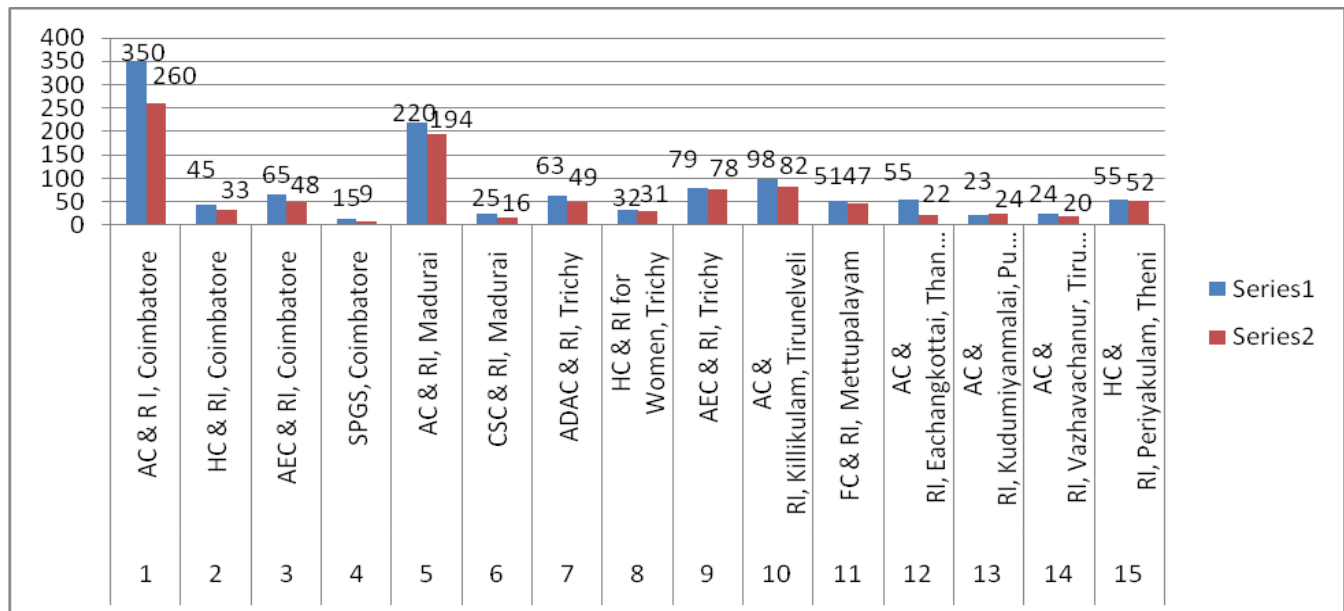


Figure 1: Sample Distribution and Received

5. Statistical Analysis

The collected data were subjected for statistical analysis by using Software Package for Social Studies (SPSS, Version.11.5) and calculated the Mean, Percentage and ranking level with

diagrams of Social Media usage with the following group wise manner such as, gender, age, qualification and constraints.

5.1 Awareness on Social Media

The Level of Awareness on Social Media is ascertained among the respondents by Gender on nominal scale. The mean and standard deviation are calculated, and ranks are provided. The same is shown in Table 2.

Table 2

Awareness of Social Media Vs Gender

S. No.	Description	Male N=476			Female N=489			Total N=965		
		M	Std.	R	M	Std.	R	M	Std.	R
1	Facebook	2.13	0.78	1	2.18	0.8	1	2.16	0.79	1
2	Twitter	1.74	0.76	6	1.91	0.79	3	1.82	0.78	5
3	Blogs	1.45	0.65	1 0	1.50	0.67	1 1	1.47	0.66	10
4	My Space	1.38	0.62	1 2	1.52	0.68	1 0	1.45	0.66	11
5	Google +	1.88	0.77	3	1.90	0.75	4	1.89	0.76	3
6	Wikis	1.60	0.76	9	1.64	0.72	8	1.62	0.74	9
7	Research Gate	1.80	0.78	5	1.85	0.8	6	1.82	0.79	6
8	Academia.edu	1.69	0.73	7	1.83	0.77	7	1.76	0.75	7
9	Researcher ID	1.63	0.72	8	1.62	0.72	9	1.62	0.72	8
10	Flickr	1.34	0.60	1 3	1.33	0.57	1 3	1.33	0.58	13
11	YouTube	2.12	0.80	2	2.11	0.79	2	2.12	0.79	2
12	Instagram	1.86	0.82	4	1.90	0.79	4	1.88	0.80	4
13	Pinterest	1.41	0.67	1 1	1.41	0.67	1 2	1.41	0.67	12

(M=Mean; Std.=Standard Deviation; R=Rank)

The Table.2 has shown the results of statistical analysis values of the awareness of SM for both male and female Faculty Members and Research scholars has revealed the mean, standard deviation and response percentage of 476 ± 0.78 and 2.13% and 489 ± 0.8 and 2.18% (Facebook), respectively. Similarly the awareness of Faculty members on YouTube has resulted that the following mean, standard deviation and response percentage of 476 ± 0.80 and 2.12% (for male). Also the awareness on YouTube by the faculty members and research scholars has

revealed that the mean, standard deviation values with response percentage of 489 ± 0.80 and 2.1% (for male). But only moderate result was observed for both male and female respondents for awareness on blogs, myspace, wikis, research gate, flicker and instagram with the mean, standard deviation values and response percentage of 476 ± 0.60 and 1.34 & 489 ± 0.57 and 1.33%, respectively on flicker. The minimum results were obtained in the awareness on Pinterest with the mean, standard deviation and response percentage values of 476 ± 0.6 and 1.41% (male) and 489 ± 0.6 and 1.41% (female). Similar research findings were reported earlier by Tella et al. (2015)⁹ support the present study. Also the awareness on Twitter has resulted at very medium level by the male and female Faculty members with the following mean, standard deviation & response percentage of 476 ± 0.15 & 1.74% and 489 ± 1.23 & 1.91%, respectively. From the statistical analysis report it was found that the female respondents were shown better awareness on SM than the male respondents.

5.2 Personal Benefit of Social Media

The Personal Benefit of Social Media is ascertained among the respondents by Age and qualification on nominal scale. The mean and standard deviation are calculated, and ranks are provided. The same is shown in Tables 3 and 4.

Table 3

Personal Benefit of using Social Media Vs Age

S. No.	Description	Age																		Rank
		20-25 n=421			26-30 n=143			31-35 n=49			36-40 n=215			40 and above n=137			Total			
		M	N	Std.	M	N	Std.	M	N	Std.	M	N	Std.	M	N	Std.	M	N	Std.	
1	To get News & Events	1.04	421	0.186	1.01	143	0.084	1.02	49	0.143	1.09	215	0.291	1.06	137	0.235	1.05	965	0.211	6
2	To get information regarding Conference / Seminar /Workshops/etc.	1.15	421	0.357	1.21	143	0.409	1.16	49	0.373	1.16	215	0.366	1.07	137	0.249	1.15	965	0.356	5
3	To obtain Information about new publications	1.25	421	0.435	1.17	143	0.375	1.43	49	0.5	1.32	215	0.466	1.28	137	0.453	1.27	965	0.443	3
4	To get Job alerts/Fellowship/	1.29	421	0.456	1.17	143	0.375	1.43	49	0.5	1.32	215	0.466	1.27	137	0.446	1.28	965	0.451	2
5	To get Product review / Information	1.22	421	0.412	1.16	143	0.369	1.24	49	0.434	1.24	215	0.426	1.18	137	0.388	1.21	965	0.407	4
6	To explore into Research opportunities	1.33	421	0.473	1.28	143	0.45	1.39	49	0.492	1.38	215	0.487	1.45	137	0.499	1.36	965	0.479	1

(M=Mean; Std.=Standard Deviation)

The results shown in Table 3 has revealed that majority of the respondents involved in the present study are utilizing the Social Media to explore themselves into research opportunities in High Level with the mean, standard deviation & response percentage values of 965 ± 0.47 & 1.36% and secured first rank. Further it is revealed that the age group of 20-25 respondents has responded with the mean, standard deviation & response percentage value of 421 ± 0.23 & 1.33%, and the age group of 26-30 has recorded the mean, standard deviation & response percentage values of 143 ± 1.28 & 0.45% also the age group of 31-35 respondents were scored the following values 49 ± 1.39 & 0.49%. The age group of 36-40 respondents were found to shown the mean, standard deviation and response percentage of 215 ± 1.38 & 0.487% followed by the age group 40 and above have shown 137 ± 1.45 & 0.499 %. The level of awareness was found to be “low” on collecting information from News & Events among all the age groups with the following values 965 ± 1.05 & 0.211% and secured Sixth Rank. It is inferred that all the age groups are having the unusual level of awareness in spite of their age. The earlier research carried out in the field of Indian Agrarian Librarianship have found that different age group of people were accessing the Social Media/internet for the improvement of agriculture (Singh & Yuvaraj, 2013)¹⁰.

The personal benefit of using Social Media was further evaluated based on the Educational qualifications of the respondents. They were grouped into Master Degree, M.Phil, Ph.D and Post doctoral level and resulting as shown in Table 4.

Table 4
Personal Benefit of using Social Media Vs Qualification

Sl.No.	Description	Qualification															Rank
		Masters Degree n=470			M.Phil n=5			Ph.D n= 362			Post Doctoral n= 128			Total n= 965			
		M	N	Std.	M	N	Std.	M	N	Std.	M	N	Std.	M	N	Std.	
1	To get News & Events	1.03	470	0.16	1	5	0	1.03	362	0.164	1.17	128	0.37	1.05	965	0.21	6
2	To get information regarding Conference / Seminar /Workshops/etc.	1.14	470	0.35	1	5	0	1.14	362	0.348	1.2	128	0.40	1.15	965	0.35	5
3	To obtain Information about new publications	1.25	470	0.43	1	5	0	1.25	362	0.433	1.41	128	0.49	1.27	965	0.44	3
4	To get Job alerts/Fellowship/	1.28	470	0.45	1.4	5	0.548	1.25	362	0.431	1.4	128	0.49	1.28	965	0.45	2
5	To get Product review / Information	1.22	470	0.41	1.2	5	0.447	1.18	362	0.387	1.26	128	0.43	1.21	965	0.40	4
6	To explore into Research opportunities	1.32	470	0.46	1.2	5	0.447	1.37	362	0.484	1.44	128	0.49	1.36	965	0.47	1

(M=Mean; Std.=Standard Deviation)

It is observed that majority of the respondents have shown maximum level of usage from all the groups based on different qualifications (with Master Degree 470, M.Phil 5, Ph.D 362 and Post Doctoral level 128). The respondents are using the Social Media on explore into Research opportunities are “high” and with the mean, standard deviation and response percentage of 965 ± 1.36 and 0.47% and secured first rank and also it is found that the level of usage was found to be “low” to collect information from News & Events among all the age groups with the mean, standard deviation and response percentage of 965 ± 1.05 & 0.21% and secured Sixth Rank. The statistical analysis has revealed that all the respondents from different age groups are having the different level of usage on SM based on their academic qualifications. Similarly, the research study carried out among the student group in Kosovo on importance of Social Media in higher education have revealed that the SM has positive impact and considered as an excellent tool by students at different qualification level. Although the earlier researchers have recommended that, the academic institutions should insist both academicians and students to avail the positive effect of SM platforms (Beqiri, 2014)¹¹.

5.3 Constraints of Social Media

The Constraints of Social Media is determined among the respondents by Gender on nominal scale. The mean differences, T test value and P values are calculated, and ranks are provided. The same is shown in table 5.

Table 5
Constraints of Social Media Utilization Vs Gender

S. No	Constraints	t	df	P Value	Mean Difference	95% Confidence Interval of the Difference		Rank
						Lower	Upper	
1	Lack of awareness	61.457	964	0	2.04	1.98	2.11	10
2	Lack of infrastructural facilities	71.501	964	0	2.23	2.17	2.29	1
3	Lack of time	66.621	964	0	2.359	2.29	2.43	6
4	Lack of encouragement from the administration (Organisational support)	68.385	964	0	2.361	2.29	2.43	5
5	Lack of high security & privacy (Identity Theft)	63.148	964	0	2.315	2.24	2.39	8
6	Not user friendly	70.047	964	0	2.709	2.63	2.78	3
7	Lack of proficiency in using Social Media	70.184	964	0	2.454	2.39	2.52	2
8	Lack of authenticity of content	69.157	964	0	2.437	2.37	2.51	4
9	Interrupted power supply	62.722	964	0	2.33	2.26	2.4	9
10	Network issues	65.384	964	0	2.198	2.13	2.26	7

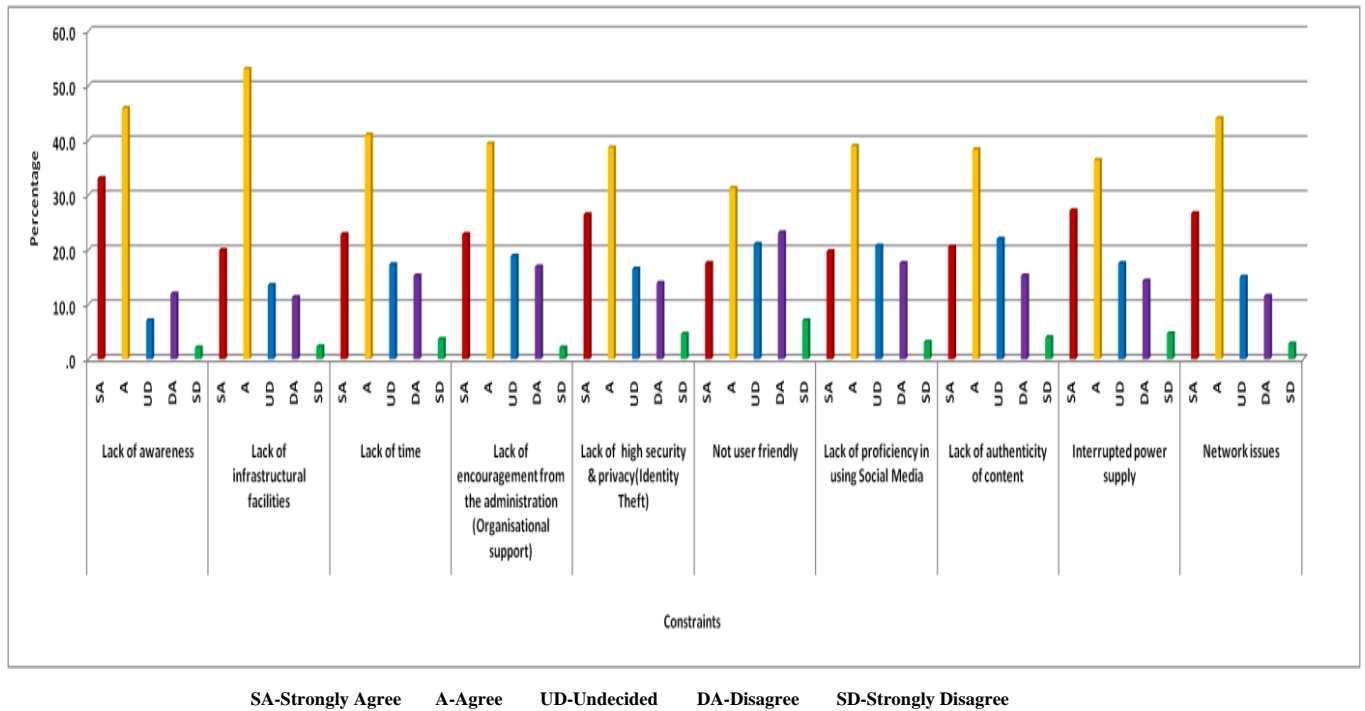


Figure 2: Gender Vs Constraints of Social Media Utilization

The results shown in Table 5 reveals that the mean score of the high level constraints is lack of infrastructural facilities in using Social Media Sites with the T-value of 71.501 (for faculty) and secured first rank which is statistically significant as the p-value is 0.00 which is lesser than 0.05 ($P < 0.05$). Therefore, the difference in the mean score (2.23) of the lack of infrastructural facilities in using Social Media Sites by gender is statistically significant. Only low level of awareness was secured by the faculties upon the utilization of Social Media sites with the T value of 61.457 and secured rank 10, which is statistically significant as the p-value is 0.00 which is lesser than 0.05 ($P < 0.05$). Consequently, the difference in the mean score (2.04) of the lack of awareness is utilization of Social Media Sites by gender is statistically significant. The previous research study focused on the impact of Social Media in dissemination of information have found that the access of SM has brings a plenty of opportunities to the SM users along with the international communication between researcher at different localities (Vasanthi, 2015)¹². Kenchakkanavar and Hadagali (2016)¹³ have reported that the usage of Social Networking sites (SNS) by research scholars and post graduate students have proved the positive impact which is in line with the present study. Relevant findings were reported earlier by

another researcher have suggested that Facebook is the most popular Social Networking Site by all the categories of respondents (Singh, 2015)¹⁴.

6. Conclusion and Recommendations

The mean, standard deviation and response percentage value for the Male on Facebook is 476 ± 0.78 and 2.13% and 476 ± 0.80 and 2.12% in YouTube were found in “High” level and majority of the Female respondents were using Facebook with the mean, standard deviation and response percentage value 489 ± 0.8 and 2.18% and 489 ± 0.80 and 2.11% in YouTube were found to be “High” level of awareness.

The present study undertakes the respondents with different qualifications *viz*; Master Degree: 470, M.Phil: 5, Ph.D.: 362 and Post Doctoral Fellow: 128. It is observed that the level of awareness on exploring into Business opportunities are high with the mean, standard deviation and response percentage of 965 ± 0.47 and 1.36% and secured first rank and the level of awareness were found to be “low” in collecting information from News and Events in all the age groups with the mean, standard deviation and response percentage value of 965 ± 1.05 and 0.211% and secured sixth rank. In addition, it is revealed that the level of awareness shown by the participated respondents were found to be different based on their qualifications.

The mean score value for the faculty members with the lack of infrastructural facilities in using SM has found to have the following t-value of 71.50 and which secured first rank with the P value of 0.00. Therefore, the variation found in the mean score value (2.23) of the lack of infrastructural facilities for using Social Media Sites by gender is statistically significant.

From the results, it is analyzed that the impact of SM among the faculty members and research scholars has been found less and it requires to enhancing the usage of SM tools. Hence, it is recommended to organize innovative programs such as workshops and hands on training to enhance the usage of Social Media for research activities.

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