

**Original Research Article**

**Knowledge and Attitude regarding social media towards .... among Farmers of District  
Kota, Rajasthan**

---

**Abstract**

The present study was undertaken to assess the knowledge and attitude of farmers regarding social media in the Kota district of Rajasthan, during the year 2021-22. The data were collected through a pre-tested schedule from 120 respondents who were selected randomly. The collected data were tabulated, analyzed, and interpreted with the help of appropriate statistical tools. The study revealed that the maximum respondent was middle-aged (42.5) percent, (50.83) farmers had small land holdings. The maximum number of respondents having a medium level of economic motivation, and social media exposure, and (52.50) percent of the respondents had a medium level of knowledge about social media. Farmers with maximum knowledge about social media are very useful but sometimes it helps in spreading wrong information (65.83%), (49.17%) of farmers have a medium level of attitude regarding social media. **Abstract not comprehensive.**

**Keywords:** social media, Knowledge, and Attitude level

**Introduction:**

The media is a type of communication medium that we use to spread information, new concepts, cutting-edge technologies, and other significant facts. We communicate and receive information from one another through a variety of channels and informational tools, including the media.

The two working words "social" and "media" are where the term "social media" comes from. Social refers to interactions between neighbors who share a common interest. Virtual entertainment uses a friendly architecture to transfer data from the source to all collectors. The term "social media" refers to a computer technology that encourages the interchange of knowledge through digital systems, including ideas, concepts, opinions, and facts. Social media is online entertainment that provides users with quick access to content including personal records, images, recordings, and archives. Social media is yet another ICT-based tool, once used purely for entertainment, with great potential for knowledge sharing and

collaboration in agriculture (**Goyal, 2011**). These ICT devices are relatively easy to use and gaining popularity in the agricultural sector (**Saravanan and Bhattacharjee, 2016**). Social media has great potential to be used as a tool of communication and networking for the benefit of the farming community. However, only recently studies in the field of learning and innovation in agriculture have started to include social media, a phenomenon that has emerged with the progress towards Web 2.0 technologies and the rise of the internet. Theme 1– Learning and knowledge systems, education, extension and advisory services 13th European IFSA Symposium, 1-5 July 2018, Chania (Greece) enabled mobile phones (**Cerkenková et al., 2011; Chowdhury and Hambly Odame, 2013; Jespersen et al., 2014; Material et al., 2014; Poppe et al., 2013; Rhoades and Aue, 2010**). Social media are a broad term comprising different forms, but the most dominant are social networks like Facebook, and LinkedIn, micro-blogging services like Twitter, and video image-sharing platforms such as YouTube and Vimeo (for an exhaustive overview, see (**Chowdhury and Hambly Odame, 2013; Murthy, 2012**)). Facebook was established in 2004 as a social networking site.

Currently, Facebook is the biggest online platform in the world with obvious benefits above other social media. Table 1 shows that different social media user as follow:

**Table 1: Social media users**

|   |                    |               |
|---|--------------------|---------------|
| 1 | Facebook           | 2.74 Bn user  |
| 2 | YouTube            | 2.29 Bn users |
| 3 | WhatsApp           | 2 Bn users    |
| 4 | Facebook Messenger | 1.3 Bn users  |
| 5 | Instagram          | 689 Mn users  |

Facebook is a free online platform where we can create profiles connect with our friends and family online, connect with individuals we don't know, and make friends from all over the world. On a single platform, it links people from all around the world (**author?**). YouTube is a website for sharing videos. You can make an account on YouTube and publish your material there. Additionally, watch videos based on your interests and needs. You may build a channel on YouTube, attract subscribers, and make money. WhatsApp is the handy use of social media and mostly preferred for related groups (**Balkrishna et al., 2017**). WhatsApp is a particular kind of online application via which we may establish friendships

and build various groups pertaining to various fields, from which we can share new information and produce new things.

Social media is now a mainstream form of communication around the world (**Thomas and Michael, 2016**). Social media is an effective form of communication around the world, and continue to grow in popularity with an increase in the number of Smartphones. There are now 1.5 billion users of social technology in the world, and that number continues to grow (**Chui et al., 2012**).

### **Social Media Use and Users World Wide:**

The number of people using social media is rising daily. In 2017, fewer than 2.5 billion individual used social media worldwide, with 11 people using it for the first time every second. On average, consumers use social media for 147 minutes every day, or two hours and twenty- seven minutes.

**Following** Table 2 shows the time spent on social media in various countries.

**Table 2: Time spent on social media**

|   |               |               |
|---|---------------|---------------|
| 1 | North America | 2 hrs. 6 min  |
| 2 | Africa        | 3 hrs. 10 min |
| 3 | Europe        | 1 hr. 15 min  |
| 4 | Asia          | 2hrs. 16 min  |
| 5 | South America | 3 hrs. 24 min |

If we assume that most individuals start using social media at the age of 10, which is what the WHO anticipated in 2019, then the average person will spend a total of more than 3.4 million minutes on social media throughout their lifetime or, six years and eight months. Table 3 demonstrates the average amount of time and users who are active on social media. Social media has been accepted by Indians like a duck to water. The average Indian spend roughly 2.36 hours each day on social media. Due to the expansion of the internet into rural and remote areas, there will be 467 million more social media users in India in 2022. The number of social media users in India has increased to 658 million, or almost 47 percent of the country's entire population.

**Table 3: Average time spent by users on social media**

| S. No | Particular | Daily Time spent | Daily Active Users |
|-------|------------|------------------|--------------------|
| 1     | Facebook   | 33 minutes       | 1.9 billion        |
| 2     | YouTube    | 19 minutes       | 122 million        |
| 3     | Instagram  | 29 minutes       | 95 million         |
| 4     | WhatsApp   | 28 minutes       | 100 billion        |
| 5     | Twitter    | 31 minutes       | 206 million        |

**Objectives:**

1. To assess the socio-economic profile of the farmer.
2. To understand the knowledge and attitude regarding social media among Farmers. **In relation to....**
3. To assess the relationship of knowledge and attitude of farmers with independent variable **wrongly set!**

**II. Materials and Methods**

The research study was concluded in the Kota district of Rajasthan start during the year 2021-22. Kota district was **purposively selected for the study why?** In Khairabad block, 4 villages were selected randomly for the study. Thus, all 120 social media users constituted a sample for the investigation. Based on the objectives of the study, an interview schedule was prepared. The information was elucidated by respondents with the help of a structured schedule. The information was collected by personally interviewing respondents using a structured interview schedule. **The methodology is not comprehensive! How was the figure 120 reached? How many social media users are in the 4 villages? What informed the selection of 120 respondents?**

**III. Results and Discussion**

**Table 4. Socio-economic Profile of the respondents.  
N=120**

| S.no | Variables  | Frequency | Percentage |
|------|--|-----------|------------|
| 01.  | Age  |           |            |
|      | Young (Up to 28)                                   | 44        | 36.67      |
|      | Middle (29-50)                                     | 51        | 42.5       |
|      | Old (56 and above) <b>Range should be the same</b> | 25        | 20.83      |

|            |                                  |                 |                       |
|------------|----------------------------------|-----------------|-----------------------|
| <b>02.</b> | <b>Education</b>                 |                 |                       |
|            | Illiterate                       | 3               | 2.50                  |
|            | Primary school                   | 8               | 6.67                  |
|            | Middle school                    | 19              | 15.83                 |
|            | High school                      | 27              | 22.50                 |
|            | Intermediate                     | 41              | 34.17                 |
|            | Graduation and above             | 22              | 18.33                 |
| <b>03.</b> | <b>Family type</b>               |                 |                       |
|            | Nuclear                          | 93              | 77.5                  |
|            | Joint                            | 27              | 22.5                  |
| <b>04.</b> | <b>Occupation</b>                | <b>Main (%)</b> | <b>Subsidiary (%)</b> |
|            | Agriculture labour               | 0               | 18<br>(15%)           |
|            | Agriculture only                 | 84<br>(70%)     | 12<br>(10%)           |
|            | Caste based occupation           | 12<br>(10%)     | 9<br>(7.5%)           |
|            | Agriculture +Business            | 10<br>(8.3%)    | 5<br>(4.17%)          |
|            | Service (Govt. + Private)        | 14<br>(11.6%)   | 25<br>(20.83%)        |
| <b>5.</b>  | <b>Land holding</b>              |                 |                       |
|            | Marginal (Below 1 ha)            | 35              | 29.16                 |
|            | Small (1 to 2 ha)                | 61              | 50.83                 |
|            | Medium (2 to 4 ha)               | 21              | 17.50                 |
|            | Large (4 ha and above)           | 3               | 2.50                  |
| <b>6.</b>  | <b>Annual Income</b>             |                 |                       |
|            | Low (1 lakh)                     | 29              | 24.17                 |
|            | Medium (1lakh-2 lakh)            | 64              | 53.33                 |
|            | High (above 2 lakh)              | 27              | 22.5                  |
| <b>07.</b> | <b>Source of Information (%)</b> |                 |                       |
|            | Low (16-19)                      | 28              | 23.33                 |
|            | Medium (20-21)                   | 54              | 45                    |
|            | High (22-24)                     | 38              | 31.67                 |
| <b>08.</b> | <b>Farm power (%)</b>            |                 |                       |
|            | Low (14-15)                      | 37              | 30.83                 |
|            | Med (16)                         | 62              | 51.66                 |
|            | High (17)                        | 21              | 17.51                 |
| <b>09.</b> | <b>Social media exposure (%)</b> |                 |                       |
|            | Low (1)                          | 28              | 23.33                 |
|            | Medium (1-3)                     | 71              | 59.16                 |
|            | High (above 3)                   | 21              | 17.5                  |
| <b>10.</b> | <b>Family Size</b>               |                 |                       |
|            | Small (up to 6 members)          | 66              | 55.00                 |
|            | Medium (7-14 members)            | 52              | 43.33                 |
|            | Large (15 and above)             | 2               | 1.67                  |

| 11. | Economic motivation |    |       |
|-----|---------------------|----|-------|
|     | Low (6-10)          | 37 | 30.83 |
|     | Medium (11-14)      | 52 | 43.33 |
|     | High (15-18)        | 31 | 25.83 |

A majority of (42.5) % of farmers were from the middle-aged group, (55%) of respondents had small family size i.e., up to 6 members. In selected villages (97.5%) were literate while (2.5%) of illiterate respondent, majority of the respondent were doing agriculture only (70%), with (50.83%) of small farmer had small land holding 1-2 ha, (53.33%) of respondents have medium income (1lakh-2 lakh), It reveals that majority of the respondent, accounting for Nuclear (77.50%) of the total sample, (45.00%) respondent have medium score of information, maximum farmer had medium level of economic motivation (43.33%), accounting for (589.16%) of the total sample had a high level of social media exposure.

**Table 5: Distribution of respondents based on Extent of Knowledge Define FC, PC, NC**

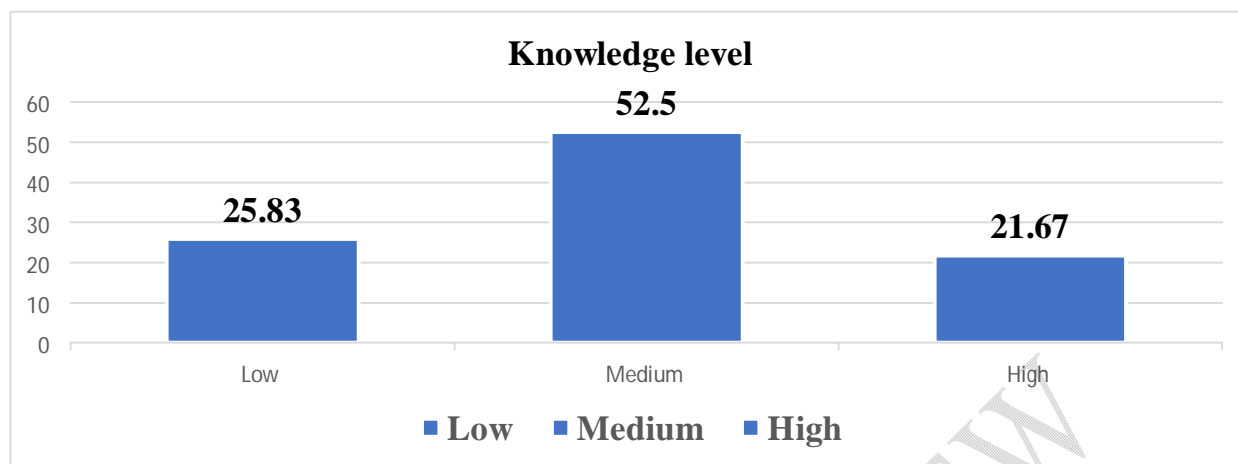
| S.No | Statements  | Evaluation    |               |               |
|------|---|---------------|---------------|---------------|
|      |   | FC<br>F (%)   | PC<br>F0(%)   | NC<br>F(%)    |
| 1    | Social media plays an important role in disseminating information.  | 63<br>(52.50) | 24            | 33<br>(27.50) |
| 2    | Social media made it convenient to gather agriculture-related information.  | 66<br>(55.00) | 31<br>(25.83) | 23<br>(19.17) |
| 3    | You know about all the social media platforms i.e Facebook, whatsapp, Twitter, Instagram, youtube, etc.                     | 36<br>(30.00) | 44<br>(36.67) | 40<br>(33.33) |
| 4    | Using social media for gathering information increases farm productivity  | 47<br>(39.17) | 40<br>(33.33) | 33<br>(27.50) |
| 5    | The use of social media helps in experimenting with different techniques in farming which has proved to be quite beneficial | 53<br>(44.17) | 31<br>(25.83) | 36<br>(30.00) |
| 6    | Because of social media, you can interact with a large number of people very easily and connects with your peer.            | 69<br>(57.50) | 41<br>(34.17) | 10<br>(8.33)  |
| 7    | It helps in getting market-related information.   | 56<br>(46.67) | 55<br>(45.83) | 9<br>(7.50)   |

|    |  |               |               |               |
|----|--|---------------|---------------|---------------|
| 8  | Social media provides the latest updates to farmers regarding agriculture and farming activities.  | 67<br>(55.83) | 49<br>(40.83) | 4<br>(3.33)   |
| 9  | Getting information from social media is highly cost-effective.  | 76<br>(63.33) | 41<br>(34.17) | 3<br>(2.50)   |
| 10 | Social media provides tools to extension professionals for sharing information and being a part of discussions and debates on extension. | 47<br>(39.17) | 49<br>(40.83) | 24<br>(20.00) |
| 11 | Social media is very useful but sometimes it helps in spreading wrong information which misleads farmers.                                | 79<br>(65.83) | 40<br>(33.33) | 1<br>(0.83)   |

**Table 6. Distribution of respondents on the basis of knowledge** **Wrong table! Total number can not be 100 while total percentage can not be 120!**

| S.No         | Categories | Number | Percentage |
|--------------|------------|--------|------------|
| 1            | Low        | 31     | 25.83      |
| 2            | Medium     | 63     | 52.50      |
| 3            | High       | 26     | 21.67      |
| <b>Total</b> |            | 100    | 120        |

The study reveals that 52.50% of the respondents had a medium level of knowledge about social media. A significant proportion of social media respondents, approximately 25.83%, had a low level of knowledge, while 21.67% of the surveyed farmers had a high level of knowledge regarding social media. **Revise!**



**Fig:1 Knowledge level of respondents**

**Not necessary to draw bar graph. Information is the same as that in Table 6!**

**Table 7. Distribution of the respondents on the basis of Attitude to the extent of social media practices for agriculture N=120**

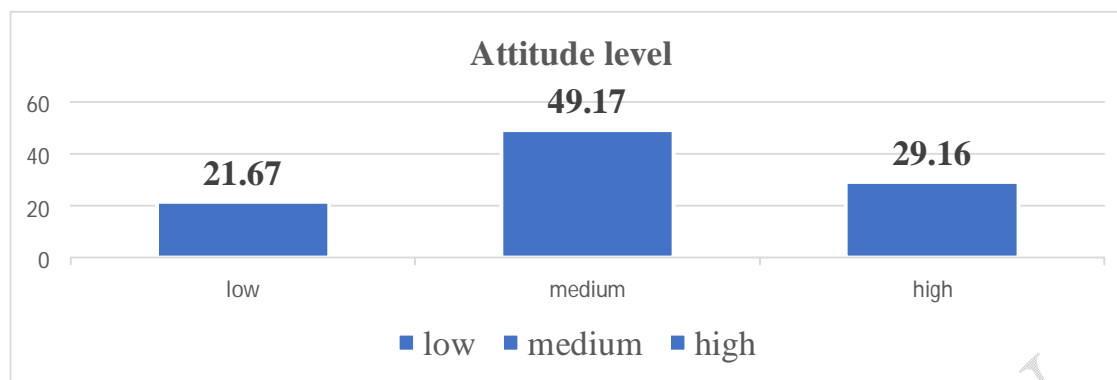
| S. No | Aspects   | AG (%)        | DG (%)       | UD (%)        |
|-------|---|---------------|--------------|---------------|
| 1.    | Social media is a useful educational tool.  | 98<br>(81.67) | 11<br>(9.17) | 11<br>(9.17)  |
| 2.    | I like using different social media platforms and interacting with peers.   | 80<br>(66.67) | 9<br>(7.50)  | 31<br>(25.83) |
| 3.    | Social media is now a mainstream form of communication to grow in popularity with the increase in the number of smartphones, and the ease of use. | 71<br>(59.17) | 8<br>(6.67)  | 41<br>(34.17) |
| 4.    | Social media becomes a powerful tool that connects a million of people around the world.  | 85<br>(70.83) | 5<br>(4.17)  | 30<br>(25.00) |

|     |   |               |             |               |
|-----|---|---------------|-------------|---------------|
| 5.  | Social media reduces the gap between rural areas and  | 96<br>(80)    | 7<br>(5.83) | 17<br>(14.17) |
| 6.  | Social media is revolutionizing the way of business to bringing new ways of communication and exchange of information across the globe.   | 90<br>(75.0)  | 3<br>(2.50) | 27<br>(22.50) |
| 7.  | It helps in reducing social isolation for farmers.  | 85<br>(70.83) | 5<br>(4.17) | 40<br>(33.33) |
| 8.  | It enables farmers & agripreneurs to meet and network with other farmers, agripreneurs and consumers domestically and globally.   | 80<br>(66.67) | 8<br>(6.67) | 32<br>(26.67) |
| 9.  | Social Media enables farmers to be part of the conversation surrounding controversial and emotional issues to do with farming practices E.g., animal welfare, genetic modification, and environmental issues. | 74<br>(61.67) | 9<br>(7.50) | 37<br>(30.83) |
| 10. | Social media helps in branding agriculture commodities by free advertisement.   | 88<br>(73.33) | 6<br>(5.00) | 26<br>(21.67) |

**Table 8. Distribution of respondents on the basis of the level of Attitude toward social media**

| S.No | Category     | Number | Percentage |
|------|--------------|--------|------------|
| 1    | Low          | 26     | 21.67      |
| 2    | Medium       | 59     | 49.17      |
| 3    | High         | 35     | 29.16      |
|      | <b>Total</b> | 120    | 100        |

Study reveals that (49.17%) of the respondents had a medium level of Attitude towards social media. A significant proportion of social media respondent, approximately (21.67%), had a low level of Attitude, while (29.16%) of the surveyed farmers had a high level of Attitude about social media.



**Fig:2 Distribution of respondent on the basis of level of Attitude toward social media  
Repetition as that information in the Table 8**

**Table 9: Relation between profile of respondent with knowledge level toward social media**

| S.NO | Independent Variable      | Correlation Coefficient |
|------|---------------------------|-------------------------|
| 1    | Age                       | 0.790*                  |
| 2    | Occupation                | 0.684*                  |
| 3    | Family size               | 0.372* *                |
| 4    | Educational Qualification | 0.733*                  |
| 5    | Farm power                | 0.989*                  |
| 6    | Family type               | 0.735*                  |
| 7    | Land holding              | 0.412* *                |
| 8    | Annual Income             | 0.997*                  |
| 9    | Source of information     | 0.86*                   |
| 10   | Social media exposure     | 0.501* *                |
| 11   | Economic motivation       | 0.987*                  |

**\*= Correlation is significant at the 0.01% level of**

**probability \*\*= Correlation is significant at the 0.05%**

**level of probability**

**NS= non-significant**

It is observed from the table 9 that Age, Occupation, Educational qualification, Farm power, Family type, source of information, Annual income and economic motivation are positively and significantly correlated at 0.01% level of probability with knowledge of social media respondent regarding information and Family size, Land holding, social media exposure are positively and significantly **corelated**sp at 0.05% while Farm.

**Table 10. Relation between profile of respondents with level of attitude towards social media**

| S.NO | Independent Variable      | Correlation Coefficient |
|------|---------------------------|-------------------------|
| 1    | Age                       | 0.898*                  |
| 2    | Educational Qualification | 0.812*                  |
| 3    | Farm power                | 0.992*                  |
| 4    | Family type               | 0.741*                  |
| 5    | Occupation                | 0.215**                 |
| 6    | Family type               | 0.741*                  |
| 7    | Land holding              | 0.435* *                |
| 8    | Annual Income             | 0.378**                 |
| 9    | Source of information     | 0.992*                  |
| 10.  | Social media exposure     | 0.519*                  |
| 11.  | Economic motivation       | 0.715*                  |

It is observed from the Table 10 that Age, Educational qualification, Farm power, Family type, Source of information, Social media exposure, and economic motivation were significantly and positively **corelated sp** at 0.01% level of probability with the attitude level of the respondent toward social media as a source of information while Occupation, Land holding, Annual income were significantly and positively corelated at 0.05% level of probability.

**\*= Correlation is significant at the 0.01% level of probability**

**\*\*= Correlation is significant at the 0.05% level of probability**

**NS= non-significant**

**Conclusion:** The study concluded that most of the respondents in the study area belonged to the Middle age group (28-50), (97.5) percent of literate respondents and (77.5) percent of farmers belong to the nuclear family. The respondents were dependent for their livelihood on Agriculture, Labor, Services, and Business. The maximum number of respondents having medium level economic motivation, social media exposure, and knowledge level in the study area and some independent variables like age, occupation, family size, education qualification, source of information, social media exposure and were positively and significantly correlated with knowledge with social media respondents at 0.01% and 0.05% probability. It revealed that all independent variable in the study area were positively and significantly correlated with an attitude of social media respondents at 0.05% and 0.01% probability. **The results are not discussed! Comparing the findings with the findings of other authors!**

#### **References:**

**Balkrishna, B. B., and Deshmukh, A. A. (2017).** A Study on Role of Social Media in Agriculture

Marketing and its Scope. *Global Journal of Management and Business Research: E-Marketing* 17(1): 1-5.

**Bhattacharjee, S., & Raj, S. (2016).** Social media: Shaping the future of agricultural extension and advisory services. *GFRAS interest group on ICT4RAS discussion paper, GFRAS: Lindau, Switzerland, 9.*

**Chowdhury, A., & Odame, H. H. (2013).** Social media for enhancing innovation in agri-food and rural development: Current dynamics in Ontario, Canada. *Journal of rural and community development*, 8(2).

**Goyal, A. (2011).** ICT in Agriculture Sourcebook: Connecting Smallholders knowledge, Networks, and Institutions, World Bank, Washington D.C

**Kipkurgat, T., Onyiego, M., & Chemwaina, S. (2016).** Impact of social media on agricultural extension in Kenya: a case of Kesses District. *International Journal of Agricultural Extension and rural development Studies*, 3(1), 30-36

## Appendix

**Table 1. Correlation coefficient among independent variables**

| S no. | Independent Variable      | Correlation coefficient |
|-------|---------------------------|-------------------------|
| 1.    | Age                       |                         |
| 2.    | Occupation                |                         |
| 3     | Family size               | -0.115(NS)              |
| 4     | Educational Qualification | 0.396**                 |
| 5     | Farm power                | -0.098(NS)              |
| 6     | Family type               | 0.114**                 |

|    |                       |            |
|----|-----------------------|------------|
| 7  | Land holding          | -0.130(NS) |
| 8  | Annual Income         | -0.299     |
| 9  | Source of information |            |
| 10 | Social media exposure | 0.519*     |
| 11 | Economic motivation   | 0.715*     |

UNDER PEER REVIEW