

# USAGE OF SOCIAL MEDIA FOR RESOURCE SHARING IN AGRICULTURE EDUCATIONAL INSTITUTIONS, TAMIL NADU-A STUDY

## Authors

**Dr. B. Jeyapragash<sup>1</sup>**

Associate Professor,  
DLIS, Bharathidasan University,  
Tiruchirappalli, Tamilnadu, India.,  
([bjeyapragash@gmail.com](mailto:bjeyapragash@gmail.com))

**M.C.Subangi<sup>2\*</sup>**

Research Scholar,  
DLIS, Bharathidasan University,  
Assistant Librarian,  
Agricultural Engineering College & Research Institute (TNAU),Kumulur,  
Tiruchirappalli, Tamilnadu, India.  
([subhachandru81@gmail.com](mailto:subhachandru81@gmail.com))

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## Abstract

The Present Study examined the Effects of Social Media on Resource Sharing and Research Information among Faculty members and Research Scholars of Agriculture Educational Institutions, Tamil Nadu. A well-structured questionnaire was designed to collect the data from the Faculty Members and Research Scholars. A Total of 1200 questionnaires were distributed, out of which 965 filled in questionnaires received back. It is found from the study more number of respondents have shared their resources in Social Media by linking to resources and also links the resources produced by others. A majority (92.4%) of the respondents are using Social Media platform “To identify research opportunities”. 78.7% of the respondents have stated that they have used Social Media extensively to collect the research data.

**Keywords:** Social Media, Research, Resource sharing, Visual Resources, Research Opportunities, Research Collaboration, Reviews and comments Agricultural University, Constitution Colleges, Agriculture Educational Institutions.

## 1. Introduction

The modern world document/data sharing domains like Delicious, Facebook, Flickr and YouTube offers a variety of content which enable to communicate and knowledge sharing in the field of education. Social Media (SM) allow for sharing of educational resources and use of research and make research collaborators. All of these knowledge sharing domains are highly useful to store documents such as text, image etc., SM have specifically allows anyone to share precise contents viz., YouTube (videos), Flickr (images) and Delicious (bookmarks). Hence, the present study focuses on SM used for sharing of resources, link to job opportunities, find collaborators, to get fund for research etc. SM is broad websites that is all for public use. SM is highly useful dominion can be employed to create new relationships, segment knowledge information and even in connecting the people from one part of the world to another. Also SM and internet resources are very efficient to meet, make conversations and for sharing gentleness to people who can't meet in our entire life (Epp, M. A. 2006). SM will also offer its user to connect, create new link/relationship among the researchers/users across the world. And provides a digital platform to express ones opinions/views to anybody who they need to share. It affords better opportunities to it users to learn

new things related to their field. A recent research has shown that the assist of Internet and SM has evidenced the creation of innovative and novel research ideas (**Morris & James 2017**). Presently the usage of SM and Internet resources are extremely needed and became a part of our teaching-learning process. It also helps to handle the present day pandemic situations and to continue the students to concentrate their studies. In addition to this SM is a good platform to the Researchers and Faculty members of academic institution all over the world. The multitasking nature of SM has also recommended by the researchers for the efficient research. There are many footsteps has been taken to identify the usage of SM and SM multitasking ability of the researchers (**Lau, 2017**). The emergence of hi-tech facilities of Internet and SM has made available to the kids to express their talent and offers a great opportunity to their bright future. All this growth of SM is based on the originality and quality of the content uploaded in the SM stretches its users to continue their work. As the growth and development of the SM offers its advantages to their users also have some disadvantages (**Shahjahan & Chisty 2014**). Herewith, the present study designed to evaluate the usage and knowledge sharing via SM among the faculty members' and research scholar's. The outcome of the present study will compose a good awareness among the SM users.

## **2. What is Social Media?**

**According to Dollarhide** "Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or Smartphone via web-based software or web application, often utilizing it for messaging".

## **3. Resource Sharing**

The arrival of the Web 2.0 has compromises the users of various SM and Internet resources to share and learn knowledge based education contents in an effective manner. The digital resources are often attracts its users to non-stop usage. The popular websites/Internet resources bring the storage of different data formats such as, Delicious for bookmarks Facebook for images and Flickr for photos. In addition to the effective usage of SM, all the websites of SM are following different techniques to attract the users. The original concepts perceived from the creator has molded into an attractive one to get much popularity among the SM users. The success of the every shared information in SM is depends on the quality and novelty of the subject and their critical review by the field experts. Also the popularity of the every shared documents also be subject to the ones experience (**Memmel, M., Kockler, M., & Schirru, R. 2009**).

## **4. Social Media for Research Information**

The present study has aimed to identify the critical application of SM for the purpose of find the research problem and to carry out the research work and to share their finding among their research community.

## **5. Review of Literature**

**Wang et al., (2011)** have stated that the SM and their frequent usage have shown much impact among the users via generating unique talents among its users. His study has revealed that about 45% of the participants have expended 6-8 hours per-day for analyzing SM websites, while 23% have paid further-more 8 hours. Similarly, 20% of them have consumed their time in online to access SM at 2-4 hours and only 12% of the respondents have spent fewer than 2 hours for accessing the SM. As a result he has concluded that all the school and college students are regularly utilizing the SM for their academic purpose. **McKee (2013)** have studied and reported that the SM such as Facebook and Twitter are receiving much attention among the respondents in more specific the professionals of the following category are found to be high usage such as, health professionals and patients. However, recently the SM is being used to as a source for data surveillance and research. **Kapoor et al., (2018)** have identified that the communication via SM websites that forms a new platform among the users and communicator, results in a rich relationship between them. The study carried out by Kapoor, have found about 132 papers from the online journals and SM which are published between 1997 and 2017. His study has clearly explained the benefits/usage of SM among the users and researchers. **Memmel et al., (2009)** have exerted the resource sharing activities in their study that exposes the Platform called ALOE has been summarized. His study has exactly reported that the impact of the users among the SM and online knowledge sharing websites are tremendously increased due the innovative

approaches in the content creation and designing of their blog. In addition to this he also stated that the SM website introduced by DFKI have shown a better attraction among the users. **Sullivan et al., (2019)** have specified in their study that the SM posts are a lesser amount of likely to provide images which are suitable to their content with the following percentages for individual seal identification (16.5%) than traditional sighting reports (79.9%). Their study have revealed that the data collected from the SM via the SM users and internet visitors posts have shown value to research and their managing strategies in addition to the traditional data collection methods and further processing of the collected data is warranted. The researchers and their group/organization also benefitted due to the emerging and development of conversation based a program that helps/enables the researchers to understand the impact of the content development. **Rice and Barman (2014)** have reported that the students of hostellers and many public who are away from their loved ones were primarily using e-mail/messaging to their parents, caseworkers and potential employers to convey their message in urge. In addition he also stated that the similar SM tool called “Social Capital” is really very standard which connects the people to maintain connection like a bridge and brings a touch between the job seeker and home searcher to find their need with no additional cost and transport. **Aksoy et al., (2013)** have suggested that the SM usage among the users have shown variation in the utilization due to the following crisis, such as cultural, individual factors, economic, technological and political/legal factors. Their study also states that the prior research on social websites have arised many questions than answers by the Generation Y. Their study was reported from USA and any other country by the Generations of Y where the usage of SM and Internet is very extraordinary. **Ngai et al., (2015)** have stated that the SM has covers a major parts of research topics and provides a detailed descriptions for literature review in sometimes. Hence, the proposed research work would appear as a new and well-maintained platform for the researchers in the field of Social media and Internet resources. The detailed study of the SM and its usage in the field of research is a well adopted podium for better understanding of the uniqueness of the SM sites and its wide applications.

**6. Objectives of the Study**

The objectives of the present study have been mentioned hereunder;

1. To analyze the usage of Social Media for Resource Sharing
2. To discover the usage of Social Media for Research Information

**7. Methodology**

For collecting information’s from respondents the classical examination method is used (i.e., questionnaire method) from the teaching faculty members and research scholars of various disciplines in Agriculture Educational Institutions in Tamil Nadu which includes 15 constitution colleges and research institutes of Tamil Nadu Agricultural University. A total number of 965 filled in questionnaire were received back out of 1200 questionnaires. The response rate is 80.41%. SPSS (version 11.5) was used for data analysis. The analysis includes the Percentage, Ranking for gender, age group, qualification and designation with tables.

**8. Data Analysis**

**8.1 Resource Sharing through Social Media**

The study ascertained the Resource Sharing by linking with Social Media by nominal scale. The mean and standard deviation are calculated, and ranks are provided. The same is shown in Table 1.

**Table 1**

**Resource Sharing through Social Media**

S. No.	Description	Responses	Mean	Std.	Rank
1	Links to own resources produced by individual	728 75.4%	1.75	.43	1

2	Links to resources produced by others	624 64.7%	1.65	.47	2
3	Links to Reviews and Comments	488 50.6%	1.51	.50	5
4	Links to Job opportunities	523 54.2%	1.54	.49	4
5	Links to the topics related to my field	587 60.8%	1.61	.48	3

*(Std.=Standard Deviation; R=Rank)*

It is evident from Table no. 1 that (75.4%) of the respondents have shared their resources in Social Media by linking their own resources and 64.7% has stated that they links the resources produced by others. 60.8% of respondents have provided links to the topics related to their field and “Job opportunities” are linked by 54.2% of the respondents in the Social Media. However the reviews and comments posted (50.6%) are found to be less in Social Media. There exists less deviation in the resource sharing and it ranges from 0.43 to 0.50.

**8.2 Resource Sharing through Social Media Vs Gender**

The study has determined the Resource Sharing through Social Media versus gender and age on nominal scale. The mean and standard deviation are calculated, and ranks are provided. The same is shown in Tables 2 and 3

**Table 2**

**Resource Sharing through Social Media Vs Gender**

S. No.	Description	Male n=476				Female n=489			
		Responses	M	Std.	R	Responses	M	Std.	R
1	Links to own resources produced by individual	357 75%	1.75	.43	1	371 75.9%	1.76	.42	1
2	Links to resources produced by others	309 64.9%	1.65	.47	2	315 64.4%	1.64	.47	2
3	Links to Reviews and Comments	247 51.9%	1.52	.50	4	241 49.3%	1.49	.50	5
4	Links to Job opportunities	242 50.8%	1.51	.50	5	281 57.5%	1.57	.49	4
5	Links to the topics related to my field	295 62%	1.62	.48	3	292 59.7%	1.60	.49	3

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

Table 2 describes that the majority of both male respondents (75%) and female respondents (75.6%) have linked their own resources in Social Media with others. Similarly, 64.9% of the male and 64.4% of the female have provided “Links the resources produced by others”. It is further observed that the links to the topics related to their field by 62% of the male respondents. However the interests in providing Links to Job opportunities among male respondents (50.8%) is more, whereas the female (49.3%) are good in Linking reviews and comments on Social Media.

**Table 3**  
**Resource Sharing through Social Media Vs Age**  
*(M-Mean, Std.-Standard Deviation, R-Rank)*

It is observed from Table 3 that the links provided to the resources in the Social Media is found high in the age group of 31-40 (78.6%) which is followed by 20-30 years (72%), and 41 and above (77.8%) years of respondents. However, 60.8% of the respondents belonging to 20-30 age group provided “Links to the topics related to field”, whereas, 73.4% and 67.6% of respondents in the age group of 31-40 and 41 and above have provided links to the resources produced by other through Social Media respectively. A maximum number of respondents were found in all the three age groups 20-30 (57%), 31-40 (58.9%) and 41 & above (48.3%) have created links to Job opportunities. It is found that only few respondents in the age groups of 20-30 (55.3%) and 41 & above (38.6%) have given Links to Review and Comments whereas, only very few respondents 58.3% in the age group of 31-40 are sharing links on “Job opportunities” through Social Media.

**8.3 Social Media and their Usage in Research**

The present study has examined the application of Social Media for research information on nominal scale. The mean and standard deviation are calculated, and ranks are provided. The detailed results were shown in Table 4.

**Table 4**  
**Social Media and their Usage in Research**

S. No.	Description	Responses	M	Std.	R
1	To identify research opportunities	892 92.4%	1.92	.26	1
2	To find collaborators	641 66.4%	1.66	.47	5
3	To get fund for research	572 59.3%	1.59	.49	6
4	To collect review of literature	699 72.4%	1.72	.44	4
5	To collect data for research	759 78.7%	1.79	.41	2
6	To analyze research data	715 74.1%	1.74	.43	3

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

Table 4 describes that 92.4% of the respondents are highly using the Social Media “To identify research opportunities”. The Social Media have also been use extensively “to collect the research data” (78.7%) by the respondents, which is followed by “To analyze research data” (74.1%), “To collect review of literature (72.4%). It is analyzed that only few respondents (59.3%) have used the Social Media “To get fund for research”. There exists less deviation in the research information and it ranges from 0.26 to 0.49.

**8.4 Social Media and their Usage in Research**

The usage of Social Media for research information is ascertained among the respondents by designation and qualification on nominal scale. The mean and standard deviation are calculated, and ranks are provided. The same is shown in Tables 5 and 6.

**Table 5**

**Social Media and their Usage in Research Vs Designation**

S. No.	Description	Faculty Members n=404				Research Scholars n=561			
		Responses	M	Std.	R	Responses	M	Std.	R
1	To identify research opportunities	368 91.1%	1.91	.28	1	524 93.4%	1.93	.24	1
2	To find collaborators	269 66.6%	1.67	.47	5	372 66.3%	1.66	.47	5
3	To get fund for research	241 59.7%	1.60	.49	6	331 59%	1.59	.49	6
4	To collect review of literature	280 69.3%	1.69	.46	4	419 74.7%	1.75	.43	4
5	To collect data for research	309 76.5%	1.76	.42	2	450 80.2%	1.80	.39	2
6	To analyze research data	291 72%	1.72	.44	3	424 75.6%	1.76	.43	3

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

Table 5 shows that the Social Media have been used “To identify research opportunities” by 91.1% faculty members and 93.4% research scholars. The next rank is “To collect data for research” by faculty members (76.5%) and research scholars (80.2%), “To analyze research data” (72%) and “To collect review of literature” by faculty members (69.3%) and research scholars by (74.7%). The faculty members have found that Social Media is useful “To find collaborators” by faculty members (66.6%) and the research scholars (66.3%). It is inferred that the usage of the Social Media “To get fund for research” (59.7%) and (59%) have been resulted less among the teaching faculty members and the full-time research scholars.

**Table 6**

**Usage of Social Media for Research Information Vs Qualification**

S. No.	Description	Post Graduate n=470				Research n=495			
		Responses	M	Std.	R	Responses	M	Std.	R
1	To identify research opportunities	452 91.3%	1.91	.28	1	440 93.6%	1.94	.24	1
2	To find collaborators	317 64.0%	1.64	.48	5	324 68.9%	1.69	.46	5
3	To get fund for research	286 57.8%	1.58	.49	6	286 60.9%	1.61	.48	6
4	To collect review of literature	340 68.7%	1.69	.46	4	359 76.4%	1.76	.42	3
5	To collect data for research	389 78.6%	1.79	.41	2	370 78.7%	1.79	.41	2
6	To analyze research data	357 72.1%	1.72	.44	3	358 76.2%	1.76	.42	3

It is described in Table 6 that the Social Media for research information have been used “To identify research opportunities” by the respondents with post graduate degree (91.3%) and the respondents with research

qualification (93.6%), “To collect data for research” by post graduates (78.6%) and the respondents with research qualification (78.7%), “To analyze research data” (72.1%) by the post graduates and the respondents with research qualification 76.2%. The respondents have found that Social Media is useful “To find collaborators” by post graduates (64%) and the research qualification (68.9%). It is inferred that the usage of the Social Media “To get fund for research” (57.8%) and (60.9%) have been resulted less among the respondents of post graduates and the research qualification.

### **Conclusion and Recommendations**

The present day world, dramatically have used Social Media also it is playing a vital role among the researchers especially in the area of Agriculture. Social Media have become an indispensable and noteworthy tool in our lives, particularly among the teaching faculty members and research scholars of higher education. The utilization of SM is also been increased across the world. In addition it has been proved that there is much impact on the scholars and teaching faculties’ research and their skills due to the SM usage. The Social Media (SM) is the most important tools to collect, store, retrieve and share the research activities among the academician, faculty members and research scholars. The SM also facilitates to discuss with the peer researcher and also get opinion, suggestions and advice from experts to support and improve the research activities. In general, the SM enables the faculty members and research scholars to do their research works in a systematic way to complete the research on time and in getting good research outputs. Since, the use of SM for resource sharing and research information among the faculty members and research scholars for research purposes is an average level. Hence, it is recommended to organize innovative programs such as workshops and hands on training to enhance the research activities. Further, when compared with other SM usage, the study recommends that the sharing of Social Media Links to Reviews & Comments and on usage of SM to get fund for research are to be promoted to get research output in an effective manner.

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