

Utilization Pattern of Social Media among the Postgraduate Students

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Paper Received on February 16, 2021, Accepted on March 20, 2021 and Published Online on July 01, 2021

ABSTRACT

Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. The present study was conducted in Rajasthan by selecting three agriculture colleges i.e. RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner purposively. Among these three colleges selected 240 students were selected randomly. The results of study indicated that the majority of students (70.83 %) had medium level of utilization about social media, you tube as mostly used social media which were overall 77.50 MPS, majority of postgraduate students (63.50 MPS) spend their time of 1-2 hours per day on social media, most preferred timing to using social media during 9.00 pm to 12.00 am with 89.37 MPS, majority of postgraduate students used the social media for "to share and exchange teaching learning materials (notes, lesson plans, slides etc.)" with 86.04 MPS, prefer mobile phone as device to access of the social media with the extent of overall 96.66 MPS, majority of postgraduate students accessed social media through data pack with overall 92.29 MPS, majority of the postgraduate students prefer the hostel as place to access of the social media with the extent of 95.00 MPS.

Key word: Utilization; Social media; Postgraduate students;

Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. Social media provide tools by which people can communicate, share information and create new relationships. *Penuel and Riel (2007)* define social networking as "a set of people and the relationships between them". This definition is found today in the social networking services that promote the development of online communities of people. These sites allow user to make new friends, chatting with friends and family, sharing pictures and ideas that they cannot do offline. Social media provides more benefits that expand their perception of society, self and the humanity (*Boyd, 2007*). Social Media helps to create specific interest groups in agriculture (*Thakur et al, 2017*).

METHODOLOGY

The present study was conducted in Rajasthan

which means "Land of Maharajas". The state of Rajasthan consists five Agricultural Universities, out of which three agricultural universities namely Maharana Pratap University of Agriculture & Technology, Udaipur, Sri Karan Narendra Agriculture University, Jobner and Swami Keshwanand Rajasthan Agriculture University, Bikaner were selected on the basis of post graduate programmes (M.Sc. and Ph.D. in Agriculture) are running for more than 20 years in various discipline. Therefore, the selected colleges are Rajasthan College of Agriculture (MPUAT, Udaipur), SKN College of Agriculture Jobner (SKNAU, Jobner) & College of Agriculture (SKRAU, Bikaner) for the present study. From the list so prepared, 80 post graduate scholars were selected from each identified college with the help of random sampling technique. Thus, a total of 240 post graduate students were included in the sample of study. For analyses the collected information, following statistical methods were used for interpretation.

The frequency distribution of respondents was

worked out and expressed in terms of percentages.

Mean percent score were obtained by multiplying total obtained score of the respondents by hundred and divided by the maximum obtainable score under each practice. Formula of MPS is given as under:

$$MPS = \frac{\text{Total score obtained}}{\text{Maxi. obtainable score}} \times 100$$

According to the mean per cent score obtained ranks were arranged in the descending order.

RESULTS AND DISCUSSION

Utilization pattern of social media by postgraduate students : This section deals with utilization pattern of social media by students in academic activities. It includes frequency of using social networking sites, time spent in hours per day on deferent sites, preferred timing for using social media, use of social media for academic activities, devices to accessing social media, mode of accessing, places to access social media.

Distribution of postgraduate students according to utilization of social media : To measure the overall utilization of social media the respondents were classify into three groups viz. low, medium and high level of utilization on the basis of mean and standard deviation of the utilization score obtain by the respondents

The overall distribution of utilization of social media in Table 1 reveals that majority of students (70.84%) had medium level of utilization about social media, whereas, 16.25 per cent students were high level of utilization about social media and only 12.91 per cent students were low level of utilization about social media

It is clear from data in Table 2 depicts that 71.25, 68.75 and 72.50 per cent postgraduate students were medium level of utilization about social media in RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner respectively. Similarly, 17.50, 16.25 and 15.00 per cent postgraduate students had high level of utilization about social media. Remaining 11.25, 15.00 and 12.50 per cent students were low level of utilization about social media

respectively. The results of study are in line with the findings of *Mohamad and Sumitha (2011)* concluded that a majority of students were aware of social networking sites and use these sites for friendly communication. However good number of students uses these site for academic purpose also. It should be noted that social networking sites used as an interactive platform academic communication and can be a source of information, knowledge and help.

Aspect wise utilization pattern about social media by postgraduate students : To measure aspect wise utilization pattern of social media In this way total 8 aspect viz. frequency of using social networking sites, time spent in hours per day on different sites, preferred timing for using social media, use of social media for academic activities, devices to accessing social media, mode of accessing, places to access social media. The results have been presented following sub heads:

Frequency of using social media : To calculate frequency of using social media by postgraduate students nine social media sites were framed. The individual item was calculated mean per cent score and ranked accordingly.

The Table 2 shows that majority of PG students you tube as used social media which were overall 77.50 MPS and assigned first ranked by the students followed by whatsapp was counted second ranked. Whereas, frequency of using face book, telegram, twitter, linkedIn, instagram, research gate and academia were recorded 64.79, 60.72, 58.02, 48.64, 46.45, 45.72, 44.16 MPS of PG students and these counted third , fourth, fifth, sixth, seventh, eighth and ninth ranked accordingly. The present study was indicated that the majority of students were heavily using you tube, whatsapp and face book respectively. This is all because the use of technology is a part of youngsters. Many of the youngsters were using social networking sites to extent learning opportunities and exchange information. Social networking sites play a crucial role in academic life of college students.

Table 1. Distribution of postgraduate students based on the utilization pattern of social media (N=240)

| Utilization Pattern | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|-------------------------------|--------------|------------|----------------|------------|--------------|------------|------------|------------|
| | No. | % | No. | % | No. | % | No. | % |
| Low (less than 65.12 score) | 9 | 11.25 | 12 | 15.00 | 10 | 12.50 | 31 | 12.91 |
| Medium (65.12 -73.55 score) | 57 | 71.25 | 55 | 68.75 | 58 | 72.50 | 170 | 70.84 |
| High (more than 73.55 score) | 14 | 17.50 | 13 | 16.25 | 12 | 15.00 | 39 | 16.25 |
| Total | 80 | 100 | 80 | 100 | 80 | 100 | 240 | 100 |

Table 2. Distribution of postgraduate students according to their frequency of using Social media sites (N=240)

| Frequency of using Social media sites | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|---------------------------------------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| Face book | 70.93 | III | 62.50 | IV | 59.37 | IV | 64.79 | III |
| WhatsApp | 75.31 | II | 72.81 | II | 60.00 | III | 69.37 | II |
| You tube | 82.81 | I | 78.43 | I | 71.25 | I | 77.50 | I |
| Twitter | 56.25 | V | 53.75 | V | 64.06 | II | 58.02 | V |
| Telegram | 65.31 | IV | 65.93 | III | 50.93 | V | 60.72 | IV |
| LinkedIn | 54.37 | VI | 42.18 | IX | 49.37 | VI | 48.64 | VI |
| Research gate | 44.37 | IX | 46.25 | VI | 46.56 | IX | 45.72 | VIII |
| Academia | 45.31 | VIII | 39.06 | VIII | 48.12 | VII | 44.16 | IX |
| Instagram | 47.18 | VII | 44.68 | VII | 47.50 | VIII | 46.45 | VII |

Table 3. Categorization of postgraduate students according to time spent on social media sites (N=240)

| Time spent (hrs/day) | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|----------------------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| <1 hrs | 40.50 | III | 41.25 | II | 41.50 | III | 41.08 | III |
| 1-2 hrs | 66.25 | I | 61.25 | I | 63.00 | I | 63.50 | I |
| 2-3 hrs | 44.25 | II | 40.50 | III | 43.25 | II | 42.66 | II |
| 3-4 hrs | 37.25 | IV | 32.50 | IV | 31.75 | IV | 33.83 | IV |
| > 4 hrs | 31.00 | V | 29.50 | V | 26.25 | V | 28.91 | V |

Table 4. Preferred timing for using social media sites of postgraduate students (N=240)

| Timing | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|--------------------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| 6:00 am – 9:00 am | 28.75 | VI | 36.87 | V | 43.75 | VI | 36.45 | VI |
| 9:00 am -12:00 pm | 77.50 | III | 73.12 | VI | 77.50 | IV | 76.04 | IV |
| 12:00 pm -3:00 pm | 85.00 | II | 81.25 | II | 86.87 | II | 84.37 | II |
| 3:00 pm -6:00 pm | 54.37 | V | 25.62 | VI | 55.62 | V | 45.20 | V |
| 6:00 pm -9:00 pm | 75.00 | IV | 77.50 | III | 80.00 | III | 77.50 | III |
| 9:00 pm – 12:00 am | 91.87 | I | 88.75 | I | 87.50 | I | 89.37 | I |

Table 5. Use of social media by postgraduate students for academic activities (N=240)

| Academic activities | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|--|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| To join online study group | 74.37 | V | 65.62 | VI | 68.75 | VI | 69.58 | VI |
| To share and exchange Teaching Learning Materials | 85.00 | III | 88.75 | I | 84.37 | II | 86.04 | I |
| To download study matter | 88.12 | II | 79.37 | III | 88.75 | I | 85.41 | II |
| To interact with teachers | 44.37 | X | 59.37 | XI | 66.25 | VII | 56.66 | X |
| For updating latest agricultural technologies and current news | 90.62 | I | 81.25 | II | 81.87 | III | 84.58 | III |
| For finding conferences/workshop related information | 56.87 | IX | 63.75 | VII | 63.75 | IX | 61.45 | VII |
| To connect with friend and classmate for discussion | 81.87 | IV | 70.62 | IV | 78.75 | IV | 77.08 | IV |
| To prepare Assignments and Projects | 68.12 | VI | 68.75 | V | 72.50 | V | 69.79 | V |
| Participation online quiz and test | 61.87 | VII | 48.75 | X | 64.37 | VIII | 58.33 | IX |
| To conduct research activity | 57.50 | VIII | 62.50 | VIII | 58.12 | X | 59.37 | VIII |

Further analysis of data reveals that majority of students of RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner had used YouTube as social media sites i.e. 82.81, 78.43 and 71.25 MPS those were assigned first followed by WhatsApp were counted second and third ranked respectively. In RCA, Udaipur and COA, Bikaner research gate as least preferred sites of social media with mean per cent score 44.37 and 46.56 whereas students of SKNCOA, Jobner were least preferred sites as LinkedIn with 42.18 MPS.

It might be due to majority of students preferred YouTube as a research and teaching tool it can provide all kind of video lectures and attend seminar, workshop and training programme etc. that help to understanding various topics and also provides multisensory learning.

The similar findings are results of *Soni (2016)*, *Kailash et al. (2017)*, *Pateria and Parmar (2019)* and *Sanyogita (2019)*.

Time spent on social media : To identify time spent were categories viz. <1 hr, 1-2 hrs, 2-3 hrs, 3-4 hrs and more than 4 hrs per day using social media by postgraduate students.

The overall data in Table 3 depicts that majority of postgraduate students (63.50 MPS) spend their time of 1-2 hours per day on social media and assigned first ranked followed by 2-3 hrs/day on using social media of students were second ranked. Remaining less than 1 hour, 3-4 hours and more than 4 hours per day on using social of students were devoted third, fourth and fifth ranked respectively. The time spent by the students of different colleges shows that from RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner were time spend on social media for 1-2 hours per day and recorded ranked first followed by counted last ranked of the students spend their time more than 4 hours per day with mean per cent score 31.00, 29.50 and 26.91 respectively. It might be due to spending too much time on social networking sites for posting entries and comments affects academic performance of students.

The results are similar to results by *Stephan and Thanuskodi (2014)*, *Hussain et al. (2017)* reported that half of the students spend their time of 1-2 hours per day on social networking sites. It is also revealed by *Kaviarasu et al. (2019)* who found that majority of students occupied their time of 2-3 hours per day on social media. *Mishra (2020)* who found that majority

of students used the internet more than 2 hours per day. *Preferred timing for using social media* : Data regarding preferred timing for using social media by the postgraduate students of agriculture universities of Rajasthan.

The data presented in Table 4 observed that majority of students had most preferred timing to using social media during 9.00 pm to 12.00 am with 89.37 MPS and counted first ranked followed by 12.00 pm to 3.00 pm timing to using social media by the students were 84.37 MPS and recorded second ranked. On the other hand, 6.00 pm to 9.00 pm, 9.00 am to 12.00 pm, 3.00 pm to 6.00 pm and 6.00 to 9.00 am timing to using social media by the students were 77.50, 76.04, 45.20 and 36.45 MPS respectively. This might be because they get free time to use social media only after classes generally ends at 5.00 pm.

Separate analysis of data of each college reveals that students of RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner had most preferred timing to using social media during 9.00 pm to 12.00 with mean per cent score i.e. 91.87, 88.75 and 87.50 respectively. Less preferred timing to using social media during 6:00 am to 9:00 am in RCA, Udaipur and COA, Bikaner whereas post graduate students of SKNCOA, Jobner were least preferred timing to using social media between 9.00 am to 12.00 pm.

The present findings are under findings by *Soni (2016)* who reported that majority of respondents preferred timing to using social media during 9.00 pm to 12.00 am.

Use of social media by postgraduate students for academic activities : In this section deals with use of social media by postgraduate students for academic activities.

The Table 5 reveals that the majority of postgraduate students used the social media for “to share and exchange teaching learning materials (notes, lesson plans, slides etc.)” with 86.04 MPS and assigned first ranked whereas students used “to download study matter” (85.41 MPS) which were recorded second ranked followed by students who have used to social media “for updating latest agricultural technologies and current news” with overall 84.58 MPS and counted third ranked. The added reasons in present era, social media have become one of the largest platforms in the world

Table 6. Devices to accessing social media sites by postgraduate students (N=240)

| Devices | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|-------------------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| Personal laptop | 83.75 | II | 69.37 | II | 72.50 | II | 75.20 | II |
| College computer | 18.75 | V | 31.87 | III | 29.37 | IV | 26.66 | IV |
| Personal computer | 17.50 | VI | 24.37 | V | 38.12 | III | 26.66 | IV |
| Mobile phone | 94.37 | I | 98.12 | I | 97.50 | I | 96.66 | I |
| Tablet | 33.12 | III | 27.50 | IV | 26.87 | V | 29.16 | III |
| I pad | 20.00 | IV | 18.12 | VI | 25.62 | VI | 21.25 | V |

Table 7. Mode of accessing social media by postgraduate students (N=240)

| Modes | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|-----------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| Wi-fi | 41.25 | II | 67.50 | II | 56.25 | II | 55.00 | II |
| Data pack | 95.00 | I | 87.50 | I | 94.37 | I | 92.29 | I |
| Hotspot | 34.37 | III | 30.62 | III | 25.00 | III | 30.00 | III |

Table 8. Place to accessing social media sites by postgraduate students (N=240)

| Places | RCA, Udaipur | | SKNCOA, Jobner | | COA, Bikaner | | Overall | |
|-----------------|--------------|------|----------------|------|--------------|------|---------|------|
| | MPS | Rank | MPS | Rank | MPS | Rank | MPS | Rank |
| College | 55.62 | III | 51.25 | III | 57.50 | III | 54.79 | III |
| Home | 58.75 | II | 52.50 | II | 60.62 | II | 57.29 | II |
| Library | 48.75 | IV | 24.37 | VII | 25.62 | VI | 32.91 | VI |
| Cyber café | 13.12 | VII | 25.00 | VI | 21.25 | VII | 19.79 | VII |
| Department | 43.75 | V | 46.25 | IV | 46.25 | IV | 45.41 | IV |
| Free wi-fi zone | 39.37 | VI | 40.62 | V | 30.62 | V | 36.87 | V |
| Hostel | 97.50 | I | 95.62 | I | 91.87 | I | 95.00 | |

for sharing real time information. Social networking sites provide the various ways to the students to interact with each others. Students keep themselves updated latest news through use of social networking sites.

It is further analysis of data shows that the students used for “to connect with friend and classmate for discussion” (77.08 MPS), “to prepare assignments and projects” (69.79 MPS), and “to join online study group” (69.58 MPS) these were assigned fourth, fifth and sixth ranked respectively.

College wise data depicts that students of RCA, Udaipur used social media for “for updating latest agricultural technologies and current news”(90.62 MPS) and in case of SKNCOA, Jobner used social networking sites for “to share and exchange teaching learning materials (Notes, Lesson plans, Slides etc.)” (88.75 MPS) followed by students of COA, Bikaner used these sites for “to download study matter” with mean per cent score 88.75. Last ranking given by the students of RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner viz. to

interact with teachers (44.37 MPS), participation online quiz and test (48.75 MPS) and to conduct research activity (58.12 MPS).

The similar results are in line by *Lakshmanamoorthy et al. (2015)* and *Suresh et al. (2015)*. It is also reported that of *Pandey et al. (2018)* who found that internet was preferred for getting information (48.8%) due to easy accessibility and recent updates.

Devices to accessing social media : Social media can be accessed by postgraduate students in different devices such as personal laptop, college computer, mobile phone, tablet and I pad.

The Table 6 reveals that majority of postgraduate students prefer mobile phone as device to access of the social media with the extent of overall 96.66 MPS and first ranked. Similar pattern reveals in RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner respectively which were mean per cent score 94.37, 98.12 and 97.50. Whereas personal laptop as device to access of the

social media with the extent of 75.20 MPS and second ranked. Analysis of table 29 shows that the tablet, college computer, personal computer and I pad were considered as device to accessing social media by postgraduate with overall 29.16, 26.66, 26.66 and 21.25 MPS respectively. Separate data of the each college depicts that in case of RCA, Udaipur students personal computer as less prefer device followed by students of SKNCOA, Jobner and COA, Bikaner were used less preferred I pad device.

Similar results were reported by *Kumar and Kumar (2013)*, *Patel and Vyas (2016)*, *Brahma and Verma (2018)*, *Mushi et al. (2018)*, *Panneerselvam (2018)* and *Pateria and Parmar (2019)*.

It is also observed by *kenchakkanavar (2018)* who found that mobile phones are major device used to access social networking sites.

Mode of accessing : Social media can be access by different mode wi-fi, data pack and hotspot. The above Table 7 presented that majority of postgraduate students' accessed social media through data pack with overall 92.29 MPS and recorded first ranked. Same pattern visible in RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner with mean per cent score 95.00, 87.50 and 94.37 respectively. Whereas students accessed social media through wi-fi mode with extent 55.00 MPS and assigned second ranked. Remaining students (30.00 MPS) accessed social media through hotspot and counted third ranked. Similar ranking shows in RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner with 34.37, 30.62 and 25.00 MPS respectively.

Similar results are in line of results of *Kumar (2018)* who found that majority of youth preferred mobile data for accessing social media.

Place to accessing : Social media can be accessed by the postgraduate students at different places such as college, home, library, cyber café, department, free wi-fi zone and hostel. It is essential to know the favourite place of access of social media by the postgraduate students. So data were collected with this regard from

the students and presents in Table 8

The overall data presented in Table 8 reveals that majority of the postgraduate students prefer the hostel as place to access of the social media with the extent of 95.00 MPS and ranked first. Same pattern also visible in RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner i.e. 97.50, 95.62 and 91.87 per cent respectively. This was followed by the home, which also considered as place for accessing information by the postgraduate students with the extent of 57.29 MPS and assigned second ranked. Similar pattern reveals mean per cent score were 58.75, 52.50 and 60.62 per cent students of RCA, Udaipur, SKNCOA, Jobner and COA, Bikaner respectively. Whereas, college was preferred on third ranked with 54.69 mean per cent score. Same ranking pattern shows in selected colleges of agriculture universities of Rajasthan.

Further analysis of data shows that department, free wifi zone, library and cyber café were considered as less preferred place of accessing social media by the postgraduate students with overall 45.41, 36.87, 32.91 and 19.79 MPS respectively.

The similar findings are finding by *Brahma and Verma (2018)*, *Mushi et al (2018)*, *Pateria et al. (2019)* who revealed that hostel is the most preferred place for accessing social networking sites.

CONCLUSION

The present study concluded that majority of students (70.83 %) had medium level of utilization about social media, you tube as mostly used social media for academic purpose, majority of postgraduate students spend their time of 1-2 hours per day on social media, preferred timing to using social media during 9.00 pm to 12.00 am, majority of students used the social media for "to share and exchange teaching learning materials (notes, lesson plans, slides etc.)", prefer mobile phone as device to access of the social media, accessed social media through data pack, prefer the hostel as place to access of the social media.

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