

## PERCEPTION OF THE USE OF SOCIAL MEDIA AMONG AGRICULTURAL RESEARCHERS IN IBADAN METROPOLIS

Kareem, A.T., Ugege, B.H., Ogunwale O.G., Ojo-fakuade A. A. and Oyewole O.O

Federal College of Forestry, Ibadan, Oyo State. P.M.B.5087

Correspondent Email: [Kareemaminat82@gmail.com](mailto:Kareemaminat82@gmail.com)

Phone Number: 08052942900

### Abstract

*Research is about findings and discovery and social media offers a unique platform to present new content. The evolution of social media (SM) provides a visible solution to challenges. Perception of researchers on the use of social media for agricultural information in Ibadan Metropolis, Oyo State was therefore investigated. A Random sampling techniques was used to sample 112 researchers and questionnaire was used for data collection. Data were analyzed using descriptive statistics such as frequency counts, percentage, mean and inferential statistic; Pearson Product Moment Correlation (PPMC) was used to analyzed perception of media use at 0.05% level of significance. Results of analysis revealed that majority of the respondents were male (55.4 %) and are of middle age (66.1 %), majority (41.1 %) have BSc. Degree while few had Msc (37.5 %) with most of them married (75 %), and about (45.5 %) 6-10 years of experience as researchers. The result further reveals that larger percentage of the respondent (75.9%) and majority 8(2.1%) regularly makes use of Facebook and Whatsapp respectively. The result of analysis further reveals that the level of perception of the researchers on the use of social media is high such that 67.0% strongly agreed that social media helps in getting information needed and provide reliable means of communication as well as saving time and energy. Also, the result reveals that there is significant relationship between perception of the respondents ( $r = 0.199$ ,  $p < 0.05$ ) and the use of social media. It is therefore, recommended that every agricultural researcher should subscribe to and maintained multiple accounts of social media and also agricultural researchers should be encouraged to used social media network and collaborate with colleagues from institutes different from their own.*

**Keywords:** Perception, Researcher, Use, Social media, Agricultural information

### Introduction

In today's world social media is an ever-present facet of life that surrounds us. The advent of the internet in the 1990s has led to major developments in the world of communication hence the introduction of social networking sites (SNSs). The evolution of the internet has led to its usage as the best medium of communication whereby two-third (2/3) of the internet world's population visit social networking sites (SNSs) thus serving as communication and connection tools. These networking sites are referred to as social media (Boyd and Ellison, 2007). In contemporary society, there are many different social media network sites such as Facebook, Twitter, WhatsApp, Blackberry messenger, Badoo, Imo, Instagram, YouTube, 2go, Myspace, Gmail, yahoo goggle. The use of social media is rapidly spreading among different professionals, including Liberians, lawyers, doctors, marketers and researchers to mention a few. This is because it has different applications that enable fast connection and networking irrespective of the geographic location. As of January 2019, there were around 7.7 billion people in the world, of which 3.397 billion were active social media workers (Smith 2019). The evolution of social media (SM) provided a visible solution to challenges. As a scientist, once you publish your research and you want to share it with as many colleagues and other people so that they may read This is premised on the fact that social media

enables blogging, tagging, discussion, networking, and so on. Since past decade, social networking sites have become a mainstream cultural phenomenon (Boyd and Ellison, 2007), and Agricultural Researchers (ARAS) have caught a glimpse of the tremendous role social media can play in establishing connections, facilitating dissemination of agricultural research findings and exchange of information. Social media, has, therefore, become extremely popular because it allows people to connect in the online world to form a group, a forum and a community where ideas and information can be exchanged without any geographical barrier. CIARD (2009) emphasizes that social media is a shift on how people discover, read and share news, information and content; it supports the human need for social interaction with technology, broadcast media monologues into social media dialogues.

The role its play in agricultural research cannot be overlooked. It allows researchers to get feedback on research outcomes at their fingertips. It proffers a fast platform for information dissemination. It has broken down the physical barriers in reaching one another and extended the mileage of exposure from one-to-one person, one-to-many-persons, and many-to-many-persons instant dialogues online. This medium has helps to transfer information to large audience at the same time, from the foregoing, one can say that social media plays the role of boosting communication

among a large number of people at the same time by making reports visible instantly.

In addition, it also helps to engage people and gather information to support and bring research reports together. It is a tool that brings experts and talents together for collaboration on research work, which they can carry out without meeting one another apart from exchanging ideas through social media network. This is believed to have the potential to change the face of agriculture in Nigeria and improve or increase the channel of gathering information among farmers because the ratio of agricultural extension officers is very low compare to the number of farmers that exist in the country (FMARD, 2011).

The Perception of the use of social media can be dependent on individual variations and the context it is used. Perception is the ability to see or become aware of something through the use of senses. The way in which something is regarded, understood or interpreted is majorly dependent on the persons discretion. .. Relatedly, students nowadays use Google, Yahoo, Opera Mini, UC browser, and other search engine to search for lecture materials for project, assignment, general reading and use of concepts and construct for learning purpose. Although many studies have investigated the impact of social media among students. Hence, this study focuses study focuses on the Perception of the use of social media among Agricultural Researchers.

## METHODOLOGY.

### Study Area

The study was carried out in Research institutes within Ibadan metropolis, Oyo state Nigeria. Ibadan is the capital of Oyo state and it is also the largest metropolitan geographical area. Ibadan consist of eleven (11) local government Areas. Ibadan is located in south western Nigeria in the South-eastern part of Oyo state about 120km east of the border with the Republic of Benin in the forest zone close to the boundary between the forest and the savanna. The city ranges elevation from 150m in the valley area, to 275m above sea level on the major North-South ridge which

crosses the central part of the city. The city's total area is 1,190sq miter (3,080km<sup>2</sup>). The city is naturally drained by four rivers with many tributaries: Ona Rivers in the North and West; Ogberi Rivers towards the East; Ogunpa Rivers flowing through the city and kudeti Rivers in the central part of the metropolis, Ogunpa Rivers, a third-order stream with a channel length of 12.76km and a catchment area of 54.92km<sup>2</sup>. the climate is equatorial, notably with dry and wet season with relatively high humidity. The dry season last from November-March while the wet season starts from April and ends in October. Average daily temperature ranges between 25°C (77.0°F) and 35°C (95.0°F), almost throughout the year (Ibrahim, 2011) and on latitude 7°W and longitude 9°E of the equator and longitude 3°W and 5°S of the Greenwich Meridian.

### Sampling Procedure and Sample size

Random sampling techniques was used in the selection of the respondents. Out of eight (8) Research Institutes in Ibadan which are: International Institute of Tropical Agriculture (IITA), Forestry Research Institute of Nigeria (FRIN), and Cocoa Research Institute of Nigeria (CRIN), Institute of Agricultural Research and Training (IART), National Horticultural Research Institute (NIHORT), National Cereals Research Institute (NCRI), National Animal Production Research Institute (NAPRI), and Nigerian Institute of Social and Economic Research (NISER). Three (3) Agricultural Research Institutes were randomly selected which are; National Horticultural Research Institute (NIHORT), Forestry Research Institute of Nigeria (FRIN), and Institute of Agricultural Research and Training (IART). Then, 30% of the total population of the researchers were randomly selected from each of the Research Institutes. A total number of 134 questionnaires were administered out of which 112 questionnaires were retrieved .

### Analysis of data

Descriptive statistics (frequency distribution, percentages) and inferential statistic (PPMC) were used for data analysis.

## Results and Discussion

**Table 1: Socio-economic characteristics of respondents**

Variables	Frequency	Percentage
<b>Age</b>		
21-40years	74	66.1
41-60years	34	30.4
Above 60years	4	3.6
<b>Gender</b>		
Male	62	55.4
Female	50	44.6
<b>Marital status</b>		
Single	22	19.6

Married	84	75.0
Divorced	5	4.5
Widow	1	0.9
<b>Level of education</b>		
ND	3	2.7
HND	19	17.0
Bsc.	46	41.1
Msc	42	37.5
PhD.	2	1.8
<b>Years of experience</b>		
1-5years	32	28.6
6-10years	51	45.5
11-15years	18	16.1
16-20years	5	4.5
Above 20years	6	5.4
<b>Total</b>	<b>112</b>	<b>100.0</b>

Source:Field Survey,2019

The result in Table 1 shows that 66.1% of the respondents were between the ages of 21-40years, 30.4% of them falls within the age category of 41-60years, about 3.6% were 60 years and above .This is an indication that majority of the researchers were in their active age. This result is in line with Akinbile (2007), who stated that population of between 21-40 years of age constitute the active work force.

In gender distribution of the respondents, the table reveals that 55.4% of the respondents are male while 44.6% of the respondents were female. This study revealed that most researchers in all the research institutes were mainly males. This is in line with Sokoya *et al*, (2012), who stated that agriculture is

generally regarded in Africa as an occupation for men. The result also shows that majority (75.0%) of the respondents were married, 19.6% were single, 4.5% were divorced and 0.9% are widow. This indicates that most of the respondents were married which implies that they are matured and responsible, this is also in line with the findings of Akinbile, (2007), who stated that marriage confers responsibility. The table further reveals that about 41% of the respondents had BSc. Degree. FMRAD (2011) asserted that education is required as a basic prerequisite to sharpen extension agents' knowledge, skills and practices for effective delivery if food security will be achieved in Nigeria.

**Table 2: Social media use by Researchers**

<b>Social media</b>	<b>Regularly</b>	<b>Occasionally</b>	<b>Never</b>
Facebook	85(75.9)	25(22.3)	2(1.8)
WhatsApp	92(82.1)	15(22.3)	5(4.5)
Twitter	34(30.4)	48(42.9)	30(26.8)
YouTube	28(25.0)	57(50.9)	27(24.1)
BBM	22(19.6)	48(42.9)	42(37.5)
Yahoo Messenger	37(33.0)	41(36.6)	34(30.4)
MSN	14(12.5)	43(38.4)	55(49.1)
Google talk	26(23.2)	38(33.9)	48(42.9)
Conference call	29(25.9)	44(39.3)	39(34.8)
Instagram	36(32.1)	46(41.1)	30(26.8)
Imo	26(23.2)	52(46.4)	34(30.4)
Google plus	23(20.5)	40(35.7)	49(43.8)
Snapchat	15(13.4)	46(41.1)	51(45.5)
LinkedIn	18(16.1)	42(37.5)	52(46.4)

Source: Field Survey 2019 Percentages in parenthesis

The result in Table 2 reveals that WhatsApp ((82.1%) was regularly used as social media among the researchers, followed by Facebook (75.9%), YouTube (50.9%) was occasionally used, followed by Imo

(46.4%), while MSN (49.1) was never used among agricultural researchers. This implies that WhatsApp is the most popular social media platform used among agricultural researchers in the study area compared to

the result of the finding of Christofides, Muise and Desmarais (2008), who reveals that Facebook is the most popularly used social media in the world.

**Table 3: Categorization of respondents based on their level of social media usage**

Variable	Frequency	Percentage %
High	55	49.1
Low	57	50.9
<b>Total</b>	<b>112</b>	<b>100.0</b>

Source: Field survey 2019

The result in Table 3 shows the level of categorization that 50.9% of the respondents were low on the use of social media, while 49.1% of the respondents were

high on the use of social media in the study area. This is an indication that most agricultural researcher use of social media is not fully utilized in the study

**Table 4: Perception of the researchers on the use of social media**

Perception statements	SA	A	U	D	SD
Social media helps in getting information needed	75(67.0)	30(26.8)	3(2.7)	-	4(3.6)
Social media tools provide reliable means for communication	64(57.1)	37(33.0)	5(4.5)	5(4.5)	1(0.9)
The use of social media can save time and energy	57(50.9)	37(33.0)	10(8.9)	7(6.3)	1(0.9)
Age does not stop using social media	51(45.5)	42(37.5)	7(6.3)	7(6.3)	5(4.5)
Social media can be useful in other area of life than in research work	67(59.8)	37(33.0)	5(4.5)	3(2.7)	-
Social media encourages making of findings	61(54.5)	39(34.8)	10(8.9)	2(1.8)	-
Social media has more merit to demerit	37(33.0)	47(42.0)	14(12.5)	9(8.0)	5(4.5)
Social media is not a good idea in research work	32(28.6)	26(23.2)	16(14.3)	21(18.8)	17(15.2)
Social media training will helps the researchers to highest level	31(27.7)	44(39.3)	18(16.1)	10(8.9)	9(8.0)
Researchers can have more time for social media to get information needed	35(31.3)	15(10.2)	17(15.2)	10(8.9)	5(4.5)
Social media make easy access to information for researchers	51(45.5)	46(41.1)	9(8.0)	4(3.6)	2(1.8)
Social media is the best way of making findings among researchers	31(27.7)	42(37.5)	18(16.1)	13(11.6)	8(7.1)
Social media misuse can affect findings	39(34.8)	51(45.5)	11(9.8)	7(6.3)	4(3.6)
Researchers need training on the use of social media	34(30.4)	41(36.6)	12(10.7)	12(10.7)	13(11.6)
Social media enlighten you more about other things related to your research	40(35.7)	56(50.0)	13(11.6)	3(2.7)	-
Social media is a current way of how researchers get connected	48(42.9)	39(34.8)	11(9.8)	9(8.0)	5(4.5)

Source: Field survey 2019

Percentage in Parenthesis

The result in Table 4 shows the distribution of the respondents according to their perception on the use of social media. Researchers Strongly Agreed (67.0%) that social media helps in getting information needed, while 15.2% Strongly Disagreed that social media is not a good idea in research work. This implies that the perception of the respondents on the use of social media is high and if the advantages can be maximized for disseminating agricultural information, farmers will have access to information needed to boost

production. This result collaborates that of Sokoya *et al.* (2012), who stated that disposition to the use of social media can affect its use for whatever purpose it is intended.

The result of analysis in Table 5 shows the level of categorization that 50.4% of the respondents had a high perception on the use of social media, while 49.6% of the respondents had low perception to social media usage. This implies that the perception of

researcher on the use of social media is high in the study area.

The result in Table 6 reveals that there is significant relationship between perception of the respondents ( $r = 0.199$ ,  $p < 0.05$ ) p-value (0.035) and the use of social media. This implies that the researchers put a lot of value on the potentials of social media in facilitating the dissemination of information.

### Conclusion and Recommendations

This study revealed that majority of the respondents were male and are of middle age, majority had BSc. qualification while few had MSc. Degree and most of them are married, also majority had 6-10 years of experience as researchers. larger percentage of the respondents regularly makes use of Facebook and Whatsapp respectively and most Agricultural researchers place a lot of value on the potentials of social media and consider it as a source of relevant information. The perception of the researchers on the use of social media is high and if the advantages can be maximized for disseminating agricultural information, farmers will have quick access to information needed to boost their production.

### References

- Akinbile, L.A (2007). Social Impact of limestone Exploitation in Yewa North Local Government Area of Ogun State, *Nigeria. Pakistan Journal of Social Science* 1:107 111.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship.

**Table 5: Categorization of respondents based on their level of perception**

Variable	Frequency f	percentage %
High	58	50.4
Low	54	49.6
Total	112	100.0

Source:Field survey 2019

**Table 6: PPMC result on the perception of the respondents on the use of social media.**

Variable	r-value	p-value	Decision
Perception and Use of social media	0.199	0.035	S

S= Significant at 0.05

*Journal of Computer-Mediated Communication*, 13, 210-230.

- Christofides, E., Muise, A. and Desmarais, S. (2008) "Information Disclosure and Control on Facebook: Are They Two Sides of the Same Coin or Two Different Processes?" *CyberPsychology and Behaviour* 12(2) 341-345
- CIARD(Coherence Information for Agricultural Research and Development) (2009) "Using Social Media to Communicate Research Outputs." Version 0.1 October 2009
- FMARD (2011): "Agricultural Transformation Agenda" Nigeria: Report on Agricultural Extension Transformation" Federal Ministry of Agriculture and Rural development, Abuja. Research Enugu: New Generation Books.
- Ibrahim, A. (2011): Climate change mitigation adopted by cassava farmers in oyo state, Nigeria. Pp.2-9.
- Sokoya, A.A, Onifade, F.N and Alabi, A.O. (2012) Establishing connection and Networking; The Role of Social Media in Agricultural Research in Nigeria. World Library and Information Congress.<http://conference.ifla.org/ifla78> Retrieve 2nd October, 2017.
- Smith, K. (2019). "123 Amazing social media statistics and facts," brandwatch, (<https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/>).

