

Use and Impact of Social Media on Sharing Academic and Research Related Information during COVID-Pandemic: a case study of CCS HAU, Hisar, India

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Abstract

Social media has significantly impacted every aspect of human life in this Internet epoch. From academia to the science and technology field, everything has changed. The way of communication, time is taken for communication, and response to everyone has totally been changed and widely affected by social media. Social media provides sufficient opportunities for learning and interactivity to all the students, teachers, and scientists of academia and agricultural universities of India. The present study examines the use and impact of social media on sharing academic and research-related information during the Covid-Pandemic at CCS Haryana Agricultural University, Hisar (India). The study adopted an online quantitative survey method based on a semi-structured questionnaire. A total of 200 copies of questionnaires in the form of Google forms were distributed among the research fraternity of the CCS HAU, Hisar, from May June 2021. Out of 200 questionnaires, 173 responses (Response rate @ 86.50%) were positively received and analyzed as per the study's objectives. The findings revealed that 73.41 percent of the respondents were fully aware of social media applications in teaching, research, and extension activities. The majority of the respondents (95.95 percent) preferred to use WhatsApp to share a teaching, research, and extension-related information. In comparison, 64.16 percent of the respondents were used Zoom, Google Meet, Google +, etc., applications for sharing the required information. Around 67 percent of the respondents have discussed the issues and concerns of organic farming, whereas 65.32 percent of respondents discussed the various workshops/training/technical programs/Krishi meals on social media applications.

Keywords: *Social media, Library services, Electronic resources, Agricultural universities, CCS HAU- Hisar-India.*