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Use of Communication Pattern in State Agricultural University Students about Jobs

Shesh Narain Singh[1], R. K. Doharey[2], S. P. Sonkar[3], Manoj Kumar[2], G.S. Verma[4], M.P. Gautam[5], Mayur Gautam[6]and Shrestha Gautam[6]

ABSTRACT

This study was conducted in 4 main agricultural universities in Uttar Pradesh by interviewing 300 respondents who were selected through proportionate random sampling technique on the criteria of having four year degree programme of B.Sc.(Ag.), two year degree programme M.Sc.(Ag.) and three year programme Ph.D.(Ag.). The study depicted that the most use of communication media of respondents with mobile phone. An over whelming majority of the respondents were found using cellular phone as their main source of communication. The maximum number of respondents (62%) was observed in medium (3 to 7 hours) category of communication technology use in day, 35 per cent satisfied, familiarity with communication technologies was television and most usefulness of communication technologies in career preferences was mobile phone. The majority Purpose in use of communication Technology was computer information retrieval or data updating.

Keyword- Communication pattern, state agricultural universities

INTRODUCTION

Agricultural Universities in India helps to farmers to make farming easy viable and profitable. There are total of 56 State Agricultural Universities (SAUs) in the country, including 49 State Universities, 5 Deemed Universities and 2 central universities which are administered by the Indian Agricultural Universities Association. These universities are engaged in teaching, research and extension of agriculture and related fields.

The system of education in State Agricultural Universities was basically taken from USA pattern that greatly enabled incorporation of a number of diverse subjects in the courses and also provision of hands-on practical experience to the students. Agricultural education has now to evolve in tune with fast changing national and international scenario. Future agriculture is dominated by looming dangers of food insecurity originating from an unholy alliance of existing and emerging issues such as stagnating/ declining productivity and profitability; degradation and depletion of natural resources; increased risks in the face of changing climate; unsafe livelihoods for millions of small and marginal farmers; regional imbalances in agricultural productivity; rising input costs, unsound profits and vulnerable markets; hanging food habits and quality concerns; high post-harvest losses and fragmented processing industry; globalization of trade and commerce; weakened

[1]SMS(Agricultural Extension), Krishi Vigyan Kendra, Sohna, Siddharthnagar, UP-272193, India, [2]Department of Extension Education, Department of Vegetable Science, N.D. University of Agriculture and Technology, Kumarganj Faizabad-224229, U.P., India, [3]SMS(Agricultural Extension), Krishi Vigyan Kendra, Jaunpur, UP-India, [4](Horticulture) KVK, Barasin, Sultanpur U.P., India, [5]Department of Entomology, SVPUAT, Modipuram, Meerut, 250110 U.P., India, [6]MSW, MBA Scholar, Institute of Management Studies, Devi Ahilya Vishwa Vidhyalaya, Indore (MP), India

technology transfer system; fossil fuel crisis and growing emphasis on bio-fuels encroaching upon good agricultural lands; poorly coordinated natural disaster management systems, and the looming prospects of bioterrorism *etc.*

The young people in the research said parental advice is the most frequently sought and useful of sources for making jobs, careers and course decisions than advice obtained from friends and teachers. Formal advice from career talks and services, college open days and prospectuses were judged the least sought after. Young people know very little about the details of work in particular jobs and about the kind of pay and life style that different jobs offer.

METHODOLOGY

In Uttar Pradesh, there are working 4 main agricultural universities namely C.S.A.U.A. &T. Kanpur, S.V.B.P.U.A&T., Meerut, N.D.U.A. &T., Kumarganj, Faizabad and M.S.K.J.U.A. &T. Banda. But M.S.K.J.U.A. &T. Banda established in recent years. The other three universities are running different degree programs. The study was purposively confined to State Agricultural Universities, C.S.A.U.A. & T. Kanpur, S.V.B.P.U.A&T., Meerut, N.D.U.A. & T., Kumarganj, Faizabad and M.S.K.J.U.A. & T. Banda, because in this university the M.S.K.J.U.A. & T. Banda, UG, PG programmes started in recent years. This university is not selected under the research criteria. These universities has at present time deferent colleges (College of Agriculture, College of Horticulture & Forestry, College of Fisheries, College of Veterinary Science & Animal Husbandry, College of Home Science, College of Agriculture Engineering & Technology, College of Biotechnology, College of Agri-Business Management) one of which, college of Agriculture was selected purposively designed to conduct study specially on Agriculture students

RESULTS AND DISCUSSION

Use of communication Pattern

Table 1, showed that the most use of communication media was Mobile Phone ranked at first with mean score of 3.59 followed by Internet services (3.09) ranked II, Computer system (2.71) ranked III, Television (2.71) ranked IV, Internet via mobile phone (2.39) ranked V, Multimedia (2.25) ranked VI, Community Radio (2.22) ranked VII, Video films (2.13) ranked VIII, Digital video camera and player (1.96) ranked IX, e-books (1.87) ranked X, Multimedia projectors (1.85) ranked XI, e-journals (1.80) ranked XII, You tube (1.69) ranked XIII, Satellite dish (1.64) ranked XIV, Video conferencing (1.52) ranked XV, Landline telephone (1.51) ranked XVI and Tele-center (1.39) ranked XVII respectively.

Thus, it can be inferred that mobile phone, internet services and computer system were main source for getting the use of communication media information and recreation purpose

Communication media possession

The Table 2 shows that a majority of respondents (99.67% and 97%) at personal level and family level was observed possessing cellular phone with them. The rest respondents who had other communication media with them at family level were in descending order as Television (75.33%), Radio (65.33%), Newspaper (57.67%), Telephone (47.33%), Book (33.67%), Magazine (28.33%), Computer (27.33%), V.C.D (25.33%), Periodicals (22%), and Journals (10.33%), respectively.

At personal level the person who had other communication media with them were in descending order as Computer (56.67%), Magazine (53%), Newspaper (52.67%), Journal (51.33%), Book (49%), Radio (26.33%), Television and V.C.D. (25.33%), Telephone (21%), and Periodicals (20.33%) respectively. Hence, it may be concluded that the respondents as well as their families have a good (average per cent at family level is 44.51 per cent and at personal level 43.69%) number of communication media possession.

Communication technology use in day

Table 3 showed that maximum number of

Table 1: Distribution of respondents according to communication media use

n= 300

Communication media	Very Much (4)	Much (3)	Few (2)	Very Few (1)	Total	Mean score value	Rank
Mobile Phone	204	77	12	7	1078	3.59	I
Television	69	117	82	23	814	2.71	IV
Internet services	114	88	37	14	928	3.09	II
Community Radio	48	102	61	47	667	2.22	VII
Multimedia	68	78	73	23	675	2.25	VI
Digital video camera and player	53	60	80	38	590	1.96	IX
Video films	52	84	77	27	641	2.13	VIII
Landline telephone	33	60	45	53	455	1.51	XVI
Video conferencing	43	61	41	21	458	1.52	XV
Tele-center	38	49	40	40	419	1.39	XVII
Computer system	151	44	30	8	815	2.71	III
Multimedia projectors	56	64	60	19	555	1.85	XI
Satellite dish	38	64	61	26	492	1.64	XIV
Internet via mobile phone	112	56	40	22	718	2.39	V
e-journals	43	79	60	11	540	1.80	XII
e-books	44	81	37	25	562	1.87	X
You tube	54	61	43	22	507	1.69	XIII

Note: More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

Table 2: Distribution of respondents according to communication media possession

n= 300

Categories	Respondents			
	At family level	%	At personal level	%
News paper	173	57.67	158	52.67
Radio	196	65.33	79	26.33
Television	226	75.33	76	25.33
Computer	82	27.33	170	56.67
Magazine	85	28.33	159	53.00
Book	101	33.67	147	49.00
Journal	31	10.33	154	51.33
Telephone	142	47.33	63	21.00
Cellular phone	291	97.00	299	99.67
Periodicals	66	22.00	61	20.33
VCD	76	25.33	76	25.33
Average percent		**44.51**		**43.69**

Note: More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

respondents (62%) were observed in medium (3 to 7 hours) category of communication technology use in day followed by low (up to 2 hours) and high (8 hours and above hours) *i.e.* 21 and 17 per cent respondents respectively.

Satisfaction with availability of communication technologies

The Table 4 indicated that maximum of the respondent (35.00%) were found in the satisfied category followed by moderately satisfied (28.33%),

Table 3: Distribution of respondents according to communication technology use in day (in hours).

n=300

Categories	Respondents	
	No.	Percentage
Low (up to 2 hours)	63	21.00
Medium (3 to 7 hours)	186	62.00
High (8 hours and above hours)	51	17.00
Total	**300**	**100.00**

Mean = 4.787, S.D. = 2.534, Min = 1, Max = 11

Table 4: Distribution of respondents according to satisfaction with availability of communication technologies:

n = 300

Categories	Respondents	
	Number	Percentage
Not satisfied	19	06.33
Highly satisfied	63	21.00
Moderately satisfied	85	28.33
Satisfied	105	35.00
No opinion	28	09.34
Total	300	100.00

highly satisfied (21.00%), no opinion (09.34%) and no satisfied (06.33%) respondent respectively. The average of the respondents was satisfied with availability of communication technologies, which is considerably good.

Familiarity with communication technologies

It is evident from the Table 5 that the most familiarity with communication technologies was Television ranked at first with mean score of 3.05 followed by Internet services (2.38) ranked II, Mobile Phone (2.01) ranked III, Community Radio (2.00) ranked IV, Internet via mobile phone (1.55) ranked V, Multimedia and Computer system (1.53) ranked VI, Digital video camera and player (1.49) ranked VII, Video films (1.42) ranked VIII, e-journals (1.33) ranked IX, Landline telephone (1.28) ranked X, Multimedia projectors (1.25) ranked XI, Video conferencing (1.15) ranked XII, e-books (1.11) ranked XIII, Satellite dish (1.08) ranked XIV, Tele-center (1.07) ranked XV and You tube (0.93) ranked XVI respondents respectively.

Thus, it can be inferred that television, internet services and mobile phone were main source for getting the familiarity with communication technologies, information and recreation purpose.

Usefulness of communication technologies in career preferences

The Table 6 showed that the most usefulness of communication technologies in career preferences was Mobile Phone ranked at first with mean score of 1.48 followed by Television (1.42) ranked II, Internet services (1.41) ranked III, Community Radio (1.18) rankedIV, Internet via mobile phone (0.91) ranked V, Multimedia (0.84) ranked VI, Multimedia projectors (0.83) ranked VII, Tele-center (0.78) ranked VIII, Satellite dish (0.76) ranked IX, Computer system (0.75) ranked X, Digital video camera and player (0.74) ranked XI, Video films (0.73) ranked XII, e-journals (0.71) ranked XIII, Landline telephone (0.70) ranked XIV, e-books (0.65) ranked XV, Video conferencing (0.64) ranked XVI and You tube (0.47) ranked XVII respondents respectively.

Thus, it can be inferred that mobile phone, television and internet services were main source for getting the usefulness of communication technologies in career preferences, information and recreation purpose.

Purpose in use of Communication Technology

Table 7 indicated that the majority purpose in use of Communication Technology was "Computer information retrieval or data updating" ranked at first with mean score of 1.39 followed by "Data analysis" (1.01) ranked II, "Sending and receiving e-mail" (0.96) ranked III, "For searching details related to subjects" (0.94) ranked IV, "Internet For finding references" (0.91) ranked V, "Data storage" (0.90) ranked VI, "Communication with other scientists" (0.89) ranked VII, "Entertainment" (0.88) ranked

Table 5: Distribution of respondents according to familiarity with communication technologies:

n = 300

Communication media	Very Much (4)	Much (3)	Few (2)	Very Few (1)	Total	Mean score value	Rank
Mobile Phone	105	50	13	7	603	2.01	III
Television	103	144	32	8	916	3.05	I
Internet services	98	49	79	19	716	2.38	II
Community Radio	68	65	47	40	601	2.00	IV
Multimedia	40	47	57	45	460	1.53	VI a
Digital video camera and player	31	62	59	19	447	1.49	VII
Video films	31	61	50	21	428	1.42	VIII
Landline telephone	28	54	49	12	384	1.28	X
Video conferencing	25	46	44	19	345	1.15	XII
Tele-center	26	44	34	18	322	1.07	XV
Computer system	61	39	42	15	460	1.53	VI b
Multimedia projectors	30	48	36	40	376	1.25	XI
Satellite dish	15	58	31	28	324	1.08	XIV
Internet via mobile phone	62	45	30	23	466	1.55	V
e-journals	47	31	43	32	399	1.33	IX
e-books	26	41	37	32	333	1.11	XIII
You tube	18	33	49	10	279	0.93	XVI

Note: More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

Table 6: Distribution of respondents according to usefulness of communication technologies in career preferences

n= 300

Communication media	Very useful (2)	Useful (1)	Not useful (0)	Total	Mean score value	Rank
Mobile Phone	168	108	24	444	1.48	I
Television	146	136	18	428	1.42	II
Internet services	171	83	46	425	1.41	III
Community Radio	104	146	50	354	1.18	IV
Multimedia	66	119	115	251	0.84	VI
Digital video camera and player	63	94	143	223	0.74	XI
Video films	57	106	137	219	0.73	XII
Landline telephone	53	106	141	212	0.70	XIV
Video conferencing	48	97	155	193	0.64	XVI
Tele-center	77	79	144	236	0.78	VIII
Computer system	72	82	146	226	0.75	X
Multimedia projectors	94	65	141	253	0.83	VII
Satellite dish	84	58	158	230	0.76	IX
Internet via mobile phone	107	56	137	274	0.91	V
e-journals	77	61	162	215	0.71	XIII
e-books	76	43	181	195	0.65	XV
You tube	45	53	202	143	0.47	XVII

Note: More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

VIII, "Typing" (0.84) ranked IX, "Presentation" (0.83) ranked X, "Report writing" (0.78) ranked XI, "Scanning" (0.77) ranked XII, "Photo printing" (0.75) ranked XIII, "Printing," "Slide showing" and "For telecasting/broadcasting programs of farmers internet" (0.73) ranked XIV, "Chatting" (0.71) ranked XV, "Seminar s" (0.70) ranked XVI, "Use of mobile phone for dissemination of information to students" (0.69) ranked XVII, "Use of internet to publish newsletters/reports on the website/blog" (0.67) ranked XVIII, "To prepare charts/posters" (0.66) ranked XIX, "To participate in e-discussion" (0.65) ranked XX, "To participate in web/video conferencing" (0.60) ranked XXI, "To make plans for conducting exhibition/melas" (0.58) ranked XXII," "Teaching" (0.56) ranked XXIII and "To

Table 7: Distribution of respondents according to Purpose in use of Communication Technology:

n = 300

Statements	Mostly (2)	Sometimes (1)	Never (0)	Total	Mean score value	Rank
Computer information retrieval or data updating	144	131	25	419	1.39	I
Data analysis	80	144	76	304	1.01	II
Communication with other scientists	88	88	124	266	0.89	VII
For finding references	93	88	119	274	0.91	V
For searching details related to subjects	105	74	121	284	0.94	IV
Sending and receiving e-mail	112	64	124	288	0.96	III
Report writing	74	86	140	234	0.78	XI
Printing	63	94	143	220	0.73	XIVa
Photo printing	56	115	129	227	0.75	XIII
Entertainment	94	76	130	264	0.88	VIII
Seminars	53	106	141	212	0.70	XVI
Presentation	79	91	130	249	0.83	X
Data storage	108	54	138	270	0.90	VI
For correspondents	63	77	160	203	0.67	
Scanning	72	88	140	232	0.77	XII
Typing	79	94	127	252	0.84	IX
To participate in e-discussion	71	55	174	197	0.65	XX
Slide showing/ presentation	62	95	143	219	0.73	XIVb
Chatting	56	102	142	214	0.71	XV
Teaching	52	62	186	170	0.56	XXIII
To make plans for conducting exhibition/melas.	34	106	160	174	0.58	XXII
To prepare charts/posters	50	98	152	198	0.66	XIX
To prepare leaf late /bulletins	34	94	172	162	0.54	XXIVa
For preparation of audio/video films or multimedia resource	29	105	166	163	0.54	XXIVb
Use of internet to publish newsletters/reports on the website/blog	48	86	166	182	0.67	XVIII
Use of mobile phone for dissemination of information to students	59	89	152	207	0.69	XVII
To participate in web/video conferencing	60	61	179	181	0.60	XXI
For telecasting/broadcasting programs of farmers internet	45	79	176	219	0.73	XIVc

Note: More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

prepare leaf late /bulletins" and "For preparation of audio/video films or multimedia resource" (0.54) ranked XXIV, respondents respectively.

Thus, it can be inferred that "Computer information retrieval or data updating", "Data analysis" and "Sending and receiving e-mail" were main source for getting the use of Communication technology, information and recreation purpose.

CONCLUSION

It can be concluded the maximum students opted the agriculture stream as education for their career. Mobile Phone was observed most important use of communication media. Possess the communication media at family level and father was found most decision pattern of family. The majority of students medium level communication technology use in a day and most majorities was observed satisfied with availability of communication technology. The television was found to familiarity with communication technology, mobile phone were observed usefulness of communication technology in career preferences and computer information retrieval or data updating was found purpose in use of communication technology.

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