Social Media for Agricultural Extension and Advisory Services

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Social Media Tools

- Blogs
- Microblogs
- Social Networks
- Geo-Networks
- Video Sharing
- Photo Sharing
- Content Rating
- Bookmark Sharing
- Augmented Reality
- Social Gaming
- Cloud Working
- RSS Feeds
- Podcasting

www.alizasherman.com
Networking for AE&AS?

- New and complex challenges
- New capacities
- Increasing pluralism
- New relationships
- Knowledge flows
- Partnerships in AIS
GLOBAL DIGITAL SNAPSHOT
KEY STATISTICAL INDICATORS FOR THE WORLD’S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

- **TOTAL POPULATION**: 7.476 billion
  - Urbanisation: 54%
- **INTERNET USERS**: 3.773 billion
  - Penetration: 50%
- **ACTIVE SOCIAL MEDIA USERS**: 2.789 billion
  - Penetration: 37%
- **MOBILE SUBSCRIPTIONS**: 8.047 billion
  - vs. Population: 108%
- **ACTIVE MOBILE SOCIAL USERS**: 2.549 billion
  - Penetration: 34%

**Sources**: Population: United Nations, U.S. Census Bureau; Internet: Internet World Stats; ITU; Internet Usage Stats; CIA World Facts Book; Facebook; National Regulatory Authorities. Social Media and Mobile Social Media: Facebook, Tencent, VKontakte, LivInternet, IL; Kakao, Naver, Niki, Aghae, Caffebazaar, IR; SimilarWeb, Ding; Extrapolation of TNS Data. Mobile: GSMA Intelligence, Extrapolation of eMarketer and Ericsson Data.
Challenges
• Ensuring participation
• Internet and IT infrastructure issues
• Institutionalizing social media
• Continuous engagement
• Measuring the impact
• Creating awareness at organizational level
• Allocating time to update content

Opportunities
• Internet based apps
• Forming global/national interest groups
• Reaching one to many
• Greater engagement and dialogue
• Integration of a wide range of stakeholders
• Catalyst for resource mobilization
ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger/Chat App/VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1.968</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FB Messenger</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youtube*</td>
<td></td>
<td>1,200</td>
</tr>
<tr>
<td>WeChat</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>QQ</td>
<td></td>
<td>889</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>868</td>
</tr>
<tr>
<td>Qzone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tumblr*</td>
<td></td>
<td>600</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>595</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td></td>
<td>550</td>
</tr>
<tr>
<td>Baidu Tieba*</td>
<td></td>
<td>319</td>
</tr>
<tr>
<td>Skype</td>
<td></td>
<td>313</td>
</tr>
<tr>
<td>Snapchat**</td>
<td></td>
<td>310</td>
</tr>
<tr>
<td>Viber</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>Line</td>
<td></td>
<td>260</td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td>220</td>
</tr>
<tr>
<td>YY</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>122</td>
</tr>
<tr>
<td>BBM*</td>
<td></td>
<td>106</td>
</tr>
<tr>
<td>Telegram*</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Vkontakte</td>
<td></td>
<td>95</td>
</tr>
<tr>
<td>KakaoTalk</td>
<td></td>
<td>49</td>
</tr>
</tbody>
</table>

DATA UPDATED TO: 10 APRIL 2017

SOCIAL NETWORK
MESSENGER / CHAT APP / VOIP

SOURCES: WE ARE SOCIAL ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2017.

*NOTE: PLATFORMS IDENTIFIED BY AN ASTERISK (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE OUT OF DATE AND LESS RELIABLE.

**NOTE: SNAPCHAT DOES NOT PUBLISH MONTHLY ACTIVE USER DATA. THE FIGURE USED HERE WAS REPORTED BY BUSINESS INSIDER IN JUNE 2016, BASED ON DAILY ACTIVE USERS.
FACEBOOK
Most popular

1.9 BILLION unique monthly users

predominantly female
83% of online women
75% of online men

AGES 18-49 best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day
Facebook for ARD
Twitter for ARD

e-Agriculture
@e_agriculture
A global initiative to enhance sustainable agricultural development & food security by improving the use of information and communication technologies. Join us!

#50YearsofIFFCO

IFFCO
@IFFCO_PR
Farmers Cooperative, largest manufacturer & marketer of chemical fertilizers in India. Here for nutrition, health, agriculture and cohesive growth.
New Delhi, India
50th Anniversary

Twitter for ARD

AgChat
@agchat
A weekly conversation for folks involved in business of growing food, fuel, feed and fiber on Tues., 8-10pm ET. A project of @AGChatFound.

#AgChat

YPARD
@YPARD
Network of Young Professionals for Agricultural Development Empowering Youth; #Worldbank #Youth #Agricultural #Leadership #Policy
5 months post #GCARD3 and Nikki's pure Gir breed cattle have arrived. Read more on her Agripreneurship journey at...
Punjab farmers turn to WhatsApp group for farming solutions

JULANDHAR, JULY 2

FROM CROP health to seed procurement, soil health, use of fertilisers and pesticides — farmers in Punjab can now get immediate advice via a WhatsApp group which includes agricultural experts.

The group, ‘Young Innovative Farmers’, was set up by Gurdaspur Agriculture Development Officer Dr Amrik Singh on August 15 last year. “I started it with a few farmers, butMadhya Pradesh and Madhya Pradesh. State Principal Secretary K S Pannu and Gurdaspur Deputy Commissioner Dr Abhinav Trikha are also part of the group,” said Singh.

“We have a shortage of staff in our department. If we visit a few villages daily, we can only meet a few dozen farmers. But on WhatsApp we can interact with several farmers daily,” he said.

Some farmers upload photographs of their disease-hit crops to seek advice. “Whatever problem comes to us, we try to find a solution with the help of experts soiltest-based fertilisers is made available.

There is also an effort to create interest in the field of farming with farmers sharing good agricultural practices.

Jagroop Singh, who returned to his village in Gurdaspur after spending seven years in Australia, said he started farming after joining the group last November. He said that Dr Amrik Singh’s four research papers, published in various journals, have also been made available to the group.

“It has changed my views on farming. I now use limited for...
Blogs in ARD
GFRAS Global Survey on Social Media for Agricultural Extension

and

Social Media in Agricultural Extension in India
• Online survey questionnaire - social media platforms Facebook and Twitter, emails, and web portals of AESA, e-Agriculture, and GFRAS

Global Survey
• Number of respondents: 229
• Number of countries: 62
• 78.5 % respondents from developing countries

India
• Number of respondents: 264
• Respondents from 26 states and 3 UTs
In the global survey, 78.50 % respondents from developing countries, 13.90 % from developed countries and 7.60 % of respondents were from underdeveloped countries.
Social media preference

Preferred social media (Global)

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>64.7%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>37.3%</td>
</tr>
<tr>
<td>Google+</td>
<td>32.5%</td>
</tr>
<tr>
<td>Wikis</td>
<td>30.9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>23.4%</td>
</tr>
<tr>
<td>Blogs</td>
<td>22.2%</td>
</tr>
<tr>
<td>YouTube</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

Preferred social media (India)

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>61.0%</td>
</tr>
<tr>
<td>Facebook</td>
<td>45.8%</td>
</tr>
<tr>
<td>YouTube</td>
<td>26.1%</td>
</tr>
<tr>
<td>Google+</td>
<td>16.3%</td>
</tr>
<tr>
<td>Blogs</td>
<td>9.4%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>11.0%</td>
</tr>
<tr>
<td>Wikis</td>
<td>8.3%</td>
</tr>
<tr>
<td>Twitter</td>
<td>7.2%</td>
</tr>
<tr>
<td>Academia edu</td>
<td>6.8%</td>
</tr>
<tr>
<td>Instagram</td>
<td>3.8%</td>
</tr>
</tbody>
</table>
Social media participation

Personal mobile phones (68.2% and 45.7% resp.), personal laptop (60.1% and 10.2% resp.), personal computer (49.8 % and 8.3% resp.), office computer (41.7 % and 24.6% resp.) were the preferred devices for accessing social media.

- **Introvert** - only update profile and mostly communicate through private messaging
- **Novel user** - updates profile, actively seek out information, spend time tagging photos, logs in between 1-5 hours a week
- **Versatile user** - updates profile, sends public and private messages, shares links, comment on discussion threads, mostly in social media for professional activities
- **Expert communicator** - logs in several times a day, actively engaged in all social media/networking activities, stay updated and interact very frequently both professionally and personally
21.7% of the respondents used social media for 1-2 hours a day, 19.5% used for 31-60 minutes a day, and 19.5% used social media for 15-30 minutes a day.

11% of the respondents said they did not use social media everyday. Of those, 66% used it for 3-5 times a week.

23.5% of the respondents spent 31-60 minutes a day on social media, 23.1% spent 1-2 hours a day, 22.3% spent 13-30 minutes a day.

Only 5.3% did not use social media everyday. Of those, 42.8% used social media 3-5 times a week.
TIME SPENT ON SOCIAL IN A LIFETIME

= 5 YEARS, 4 MONTHS ON SOCIAL MEDIA
95% of respondents believed social media to be useful in AEAS.

Attitude towards social media in AEAS

### Advantages of social media

- Global audience: 79%
- Knowledge pool creation in real time: 68.9%
- Discussion among local and global: 66.2%
- Interactive and multimedia content: 49.8%
- Ensures better feedback: 47.9%
- Others: 5.9%

### Disadvantages of social media

- Lack of authenticity: 48.6%
- Confusing: 45.9%
- Absence of professionals of higher: 43.2%
- Location specific nature of social media: 32.4%
- Distracting to many: 24.3%
- Others: 8.1%
Concerns for not using social media for agricultural information (Global)

• Research-extension-farmer-market linkage is not yet cohesive
• Lack of authentic information
• Very few use social media for professional use
• Lack of awareness and competence on use of social media among extensionists
• Slow/faulty internet connection

Concerns for not using social media for agricultural information (India)

• No social media account dealing with agricultural information
• Lack of interest
• No social media account
Advantages of social construction of information (Global)

- **Creation of user-generated content**: 75.1%
- **There is value creation of knowledge to users**: 71.4%
- **It allows anyone to create/publish information**: 53.1%
- **Seamless collaboration in knowledge creation**: 39.4%
- **Others**: 0.5%

**Drawbacks of social construction of information (India)**

- **Discussions lose focus and get diverted**: 57.9%
- **Not suitable for in-depth scientific discussions**: 39.5%
- **Impractical ideas may get popular**: 39.5%
- **It cannot be practically applied in EAS**: 21.1%
- **Others**: 7.9%

- Social construction of information: Development and publication of information socially by the users through and in social media.
- 95.20% of respondents globally believed social construction of information is an important feature of social media for agricultural extension while 4.80% respondents globally disagreed
Organizational use of social media
77.50% of the respondent said their organization used social media to connect with the clients.

66.70% respondents’ organization used social media to communicate with clients.
### Number of clients directly reached through social media (Global)

- **Other**: 4.3%
- **10,001 and above**: 15.5%
- **1001-10,000**: 25.1%
- **501-1000**: 19.8%
- **100-500**: 19.3%
- **less than 100**: 16%

### Number of clients directly reached through social media (India)

- **Above 10,000**: 8%
- **1001-10,000**: 9%
- **501-1000**: 14.8%
- **101-500**: 30.7%
- **Less than 100**: 37.5%
GoI has a social media guideline for its employees across sectors and organizations.

Social media policies and guidelines are some broad outlines about how to behave online and maintaining decorum when representing the organization online.
Major areas of training:

- Use of Facebook, blogs, Twitter, cloud computing
- Web 2.0 technologies for development
- Awareness about social media
- Using social media in transfer of farm technologies
- Training on creating blogs
- Making web pages and social media accounts
### Institutional difficulties in using social media (global)

- Not deemed important by higher authority: 45.6%
- Restricted use of SM: 23.8%
- SM policy is not flexible towards its use: 18.1%
- Other: 28.1%

### Institutional difficulties of organization in using social media (India)

- Social media policy in the organization is not...: 24.1%
- Social media is not deemed important by...: 31.8%
- Social media use by employees are restricted...: 32.2%
- Others: 11.9%
Saravanan, R. and Suchiradipta, B., 2016. Social media policy guidelines for agricultural extension and advisory services, GFRAS interest group on ICT4RAS, GFRAS: Lindau, Switzerland.
Social Media: New Generation Tools for "Agricultural Extension"?

Though Social Media applications can be effectively used by extension and advisory services, lack of awareness and skill about its use currently constrain its widespread use. Moreover, the organisational culture within extension organisations also restricts exploitation of its full potential by extension professionals, argues Saravanan Raj and Suchiradipta Bhattacharjee in this blog.

Agricultural Extension and Advisory Services currently face several new and complex challenges. As articulated in the GFRAS Position Paper “The New Extensionist”, it needs new capacities to effectively deal with these challenges (Sulaiman and Davis, 2012). The increasing pluralism in extension funding and delivery demands new relationships, knowledge flows and partnerships among the wide range of EAS providers and other actors in the Agricultural Innovations Systems (Davis and Heemskerk, 2012). Social Media can play an important role in enhancing interactions and information flows.
About the issue

Social media has changed the landscape of global development. Worldwide, it is not just shaping communication but also the future, by influencing opinions and mobilizing masses. This digital communication method has become an inseparable part of everyday life. With increased popularity, it has become the most used medium for business and development sectors alike.

This popularity though, is yet to reach a mass scale in agriculture all over the world and beyond the boundaries of developed nations. The documentation of the use of social media, in a few rural areas in lower and middle income economies, is minimal. Also, psychological, technical as well as institutional barriers, to some extent, limit the use of social media among the agrarian stakeholders.

Considering the growing popularity of social media among the young and old alike, irrespective of their urban or rural distribution, this issue focuses on the innovations, resources and examples that social media brings forth for agricultural extension and its implications on shaping the future of extension.
Implications for agricultural extension

- Makes extension professionals part of discussions and debates on extension
- Increasing awareness among urban consumers about farm to plate journey of food
- Increased reach
- Professional development of extensionists through networking, sharing ideas and opinions, conducting research
- Increased visibility of agricultural issues
- Helps crowd funding of development initiatives in agriculture and allied sectors of rural development
- Provides insights and evidences required to influence policy and policymakers
- Capacity development for field functionaries, rural youth and farmers
- Facilitate innovation platforms for AIS
- Helps to draw attention to the required interventions required for obtaining infrastructure, if not available
Thank You

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