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Analysis of YouTube Use Pattern among Farmers for Agro-advisory

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ABSTRACT

YouTube is the most popular social media platform for young farmers and agricultural professionals for seeking information related to agricultural innovations, upcoming technologies and specialized skills, as evident from number of videos uploaded by different users. YouTube is the 2nd largest search engine and 3rd most visited site on the web. Almost 94 per cent farmers use mobile phone, especially in developed countries. Farmers are more likely to be found on YouTube in the early morning hours or evening. KVK, Solapur designed and developed YouTube channel by the name "LRT Farm Advise" on March, 21 2015. Developed 3-5 minutes videos as per the demand of farming community based on problem and uploaded it. The short videos of production, protection and innovations were uploaded, out of that five point technology of Red gram production got highest response. The majority (95.10%) YouTube subscribers belong to young (25 to 34 years) category. It was observed that 2,362 viewers seen the videos more than 3633 minutes within last 28 days. Also more than 5,25,600 minutes view time since first upload. It is inferred that YouTube channel helps to improve knowledge of farming, enhance adoption of innovation & improved technologies helps to increase productivity and farm income.

Keywords: Advisory, Social media, Subscribers, Views, Watch time, YouTube

INTRODUCTION

Accessibility of social media through mobile phones and the scope of mass-personal and mass-self communication makes it a popular platform among the masses to share idea and increase likability and content sharing across the multiple platforms. On an average public extension services only reach 6.8 per cent of farmers (NSSO, 2014) has indicated that of the 40.6 per cent households who received extension assistance, only 11 per cent of the services came from physical government machinery extension agent, KVK's and agricultural universities. This gap needs to address through exploring the other options like Information and Communication Technologies. The potential of social media channels like WhatsApp Face book, and YouTube among others are not yet fully exploited by agricultural extension and development departments to reach to unreached (Nain *et al.*, 2019), although more than 5.6 billion people (nearly 80% of world population) use mobile phone. Also, lack of awareness and skills to use of social media like YouTube have been considered as major reason behind minimal use of social media by the farmer (Saravanan and Bhattacharjee, 2014). These constraints can be addressed by creating awareness and training about social media like YouTube. The studies have focused on use of YouTube especially by the young farmers for delivering innovations and improved technologies for better adoption.

METHODOLOGY

Present study is an online exploratory study assessing the use of YouTube channel designed and developed by KVK, Solapur by the name "LRT Farm Advise" during

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March, 21, 2015. The KVK, Solapur developed 3-5 minutes videos as per the demand of farming community based on problem and uploaded it. The short videos of production, protection and innovations were uploaded. Use of YouTube channel as a popular social media platform was studied over one year through the YouTube App and analyzed the data and drawn inferences.

RESULT AND DISCUSSION

The results along with relevant discussion have been presented in prime heads as personal attributes of users, top videos watch time, subscriber watch time, output of YouTube channel & beneficiaries and challenges of YouTube users.

The personal attributes which were assumed to influence the use of YouTube channel have been included and presented in Table 1. The data shows that majority YouTube users (95.10%) belonged to the young category (25 to 34 years) followed by 4.90 per cent only, middle age group (35 to 44 years) respectively. In nut shell all the YouTube users were in productive age group. Also the majority YouTube channel users were male category and from India.

Table 1: Personnel attribute of the farmers (n=200)

Variables	Category	Percentage
Age	Young (25 to 34 years)	95.10
	Middle Age (35 to 44 years)	4.90
Gender	Male	99.00
	Female	1.00
Country	India	90.10
	Other countries	9.90

Agricultural videos plays vital role for improving skill and knowledge of the farmers. Data pertaining to watch time of top videos presented in Table 2 reveals that the video on Five Point Technology of Red gram Production was watched more than 3423 minutes during last 28 days followed by Innovative Drum Roll Method of Onion Cultivation (123 Minutes), Drumstick Production (116 Minutes) and How to Minimize loss of Soybean (39 Minutes). The possible reason for watching Red gram video more time might be more number of Red gram growers and need of standing crops.

Table 2: The details of the top videos watched by the farmers (Last 28 days)

Title of video	Watch time (Min.)
Innovative drum roll method of onion cultivation	123
How to minimize the loss of soybean	39
Five point technology of red gram production	3423
Drumstick production	116

The details of subscribes, watch time and output of YouTube channels are given in Table 3 & 4.

Evident from Table 3, majority (91.30%) videos has been watched by non subscribers followed by subscribers (6.50%) and 2.1 per cent watch time of unknown viewers. Also the data from Table 4 reveals that during last 28 days more than 3633 minutes different videos have been watched with 2362 views and increased 42 subscribers. Also more than 5,25,600 minutes view time since first upload. This indicates that YouTube channel "LRT Farm Advise" has become popular tool to seek improved agricultural technology and innovation based information as well.

Table 3: Details of subscribers-wise watch time (Last 28 days)

Viewers	Watch Time (%)
Not Subscribed	91.30
Subscribed	6.5
Unknown	2.1

Table 4: YouTube channel output (Last 28 days)

Parameter	Unit
Watch time	3,633 Minutes
Views	2,362 Numbers
Subscribers	42 Numbers

Expressed challenges of YouTube users

Mobile phone users are increasing day by day, but data charges are higher hence internet is inaccessible to many rural youth. Load shading of electricity in rural areas, lack of internet connectivity for using social media was reported another issue in order. At rural level, illiteracy is still one of the biggest challenges holding back the development efforts especially to old aged farmers

limiting their skill in use. Most disadvantaged groups in the rural areas were reported to be the women and their restricted use of mobile phone and finally it was observed that most users were very passive and only few were proactive. While many visit YouTube, only few gave feedback, share and discuss ideas.

CONCLUSION

YouTube is the 2nd largest search engine and 3rd most visited site on the web. More than 5.6 billion of people use mobile phone, nearly 80 per cent of world population. Almost 94 per cent farmers use mobile phone. KVK, Solapur designed and developed YouTube Channel by the name: LRT Farm Advise" during the March, 21, 2015. The Senior Scientist & Head of KVK developed 3-5 minutes videos as per the demand of farmers based on problems and uploaded it. The majority subscribers / viewers are young and from India and most watched video was Five Point Technology of Red gram Production. Total 2362 viewers watched the videos more than 3633 minutes during the last 28 days. Also more than 5,25,600 minutes view time since first upload. YouTube channel helps to improve knowledge of faming and improved production technologies which helps to improve productivity and income of farmers. Also application of technologies & innovations.

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