

The importance of using social media in extension work from the point of view workers in agricultural extension in Ninewa governorate/Iraq

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Abstract

The research aims to determine the level of importance of using social media in extension work from the point of view of agricultural extension workers in Nineveh Governorate/Iraq in general, and to determine and establish the correlation between the level of use of social media in extension work and independent variables such as (age, gender, educational qualification, academic specialization). The research sample was limited to (263) researchers. The questionnaire form was adopted as a tool for collecting data, as the questionnaire was divided into two sections: the first section included the independent variables, including personal and job information of agricultural extension workers, and the second section included a group of paragraphs, amounting to (15) paragraphs, measuring the level of importance of using social media in extension work. After verifying its validity, the data was analyzed using the SPSS program, and the results showed that the level of importance of using social media in extension work from the point of view of agricultural extension workers was average and tending to increase. The researcher recommended the need to intensify training courses on the use of social media in extension work by the relevant authorities or competent authorities in the region.

Keywords: importance social media, agricultural staff.

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Introduction

The world is now witnessing many economic, social and technological developments that have produced a new reality based on communication and communication through technological and communication applications. and these changes have brought about a clear change in the way and manner of people around the world and become the world, An age of evolution called the ICT Revolution This information has become the basis used to raise the level of knowledge and a tool to influence the performance of individuals in society [8]. The use of social media in agricultural extension work is necessary to ensure the rapid and effective

dissemination of information about modern agricultural technologies and to facilitate communication between guides and guides. It increases the speed of the transfer of information about farmers and their fields, identifying their farming problems, updating them in the field of solving them, responding quickly to their queries and reducing the time needed to communicate information to them [2]. Online social media is one of the most important modern means of communication that has recently emerged with perfect communication advantages s social and economic characteristics, Their use of such means has become increasingly occurring and

the impact of social media sites on society depends on all its use according to the criteria of utilization or damage to such means [10]. Agricultural extension plays an important role in the field of agricultural development in a significant way, based on its mission to increase agricultural production, make agricultural technological progress and make positive use of rural potential for such development events, as well as its active role in educating and educating farmers, developing their abilities and skills, changing their attitudes and developing them. The success of agricultural extension depends largely on the performance of its development mission. The competence and experience of its employees at all organizational levels. In order for the guiding body to be influential in communicating its message and to ensure the proper performance and effectiveness of the guiding work, it is necessary to quickly respond to the requests and needs of farmers and provide them with the services required for the new technology suitable to solve the problems they face and help them respond efficiently [4]. Agricultural extension is one of the informal educational systems aimed at modernizing and developing it through the transfer of the innovative technology produced by agricultural research centers to field application and identifying agricultural problems and transferring appropriate solutions to them to members of society for real development events; Through various guiding methods, take advantage of technological changes based on the use of digital technology means that have affected various humanitarian activity [7]. While agricultural extension in developing countries is in transition owing to the challenges of population growth, globalization and climate change, the need to improve agricultural

extension is greater than ever before so that it can meet those This can occur when extension systems accommodate digital opportunities before them by integrating digitization into their functional components in a form based on farmers' needs, driven by knowledge of the nature of local conditions [5.]

challenges, which can only be done through information intensification in extension systems Agricultural extension can take advantage of social media as it includes various sets of online and mobile applications that can also be tested on the public's ray and guiding objectives, as well as using the guiding audience to communicate with others, and using social media in extension work allows networking between farmers and relevant entities around the world. To help highlight and share information about agricultural developments, reduce the social isolation of farmers. To enable them to communicate with each other and with people working as extension workers, researchers, agricultural companies and holders of government authority, save a wealth of knowledge and science multi-source and are considered successful and important marketing tools for varied agricultural products and quickly transform agricultural information and communicate with Audiences are bigger than mentors, especially those who are not easily accessible Social media has a football style because agricultural information and knowledge can be disseminated throughout the world and exchanged between millions in a few minutes. Providing greater opportunities for mentorship workers to provide and expand their work performance and interaction with mentors with ease and diversity of their use which can communicate and disseminate information and news in almost all places besides providing materials.

Mobile Phone Guidance Facilitating the Work of the Agricultural Guide [3]. Agricultural guidance should therefore be directed towards the application of modern communication technology and the use of electronic social media in its work, which can contribute to the general and agricultural extension workers especially in overcoming many difficulties facing communication methods.. he research aims to determine the level of importance of using social media in extension work from the point of view of agricultural extension workers in Nineveh Governorate/Iraq in general The topic of social media and its use in the service of the individual and society is one of the most important contemporary social issues, especially after the great technological development in this field and the wide dissemination of its treatment, and its great impact on the individual and society. In this present era, God has blessed us with many kinds of social media that have facilitated the transmission of information and communication between people, and the distances are close. And so it became a necessity of life, mastered by the big, the rich, the poor, so that man became Glissa and Anissa indisputably, Facebook, WhatsApp, Masinger, e-mail, Instagram, and other terms that we hear react to the year all in every moment, there is no time or specific place to use these modern means [9]). (Nevertheless, agricultural extension workers still suffer from a lack of use of these means in agricultural extension work when transmitting agricultural information, as well as a lack of knowledge about the use of these means during their work and their reliance on traditional ways and

means to impart their expertise. The researcher therefore felt that it was important to learn about the use of these means in extension work .Since social media contains a wide range of applications based on the Internet and mobile phone, these tools can be greatly utilized in the field of agricultural extension as digital platforms to convey new ideas and are used from the guiding audience daily in news knowledge and communication with others [6]. Guiding workers must therefore be funded through the agricultural education system Some topics related to the use of digital technology in extension work that help them In the performance of their work, they can benefit from it in the future, and given the paucity of guidance studies on Social media uses and perception of their use in extension work, which requires identification The importance of utilizing workers in agricultural extension work to increase the effectiveness of extension work and overcome future problems and challenges. Agricultural extension faces many criticisms due to The inadequacy of the extension system in communicating agricultural information and technical recommendations to you is appropriate and sustainable to the farmers' audience, and the continuing contradiction of its functional machinery, given the fact that many of them are out of the guidance work to reach them. Retirement age, non-replacement of new agricultural guides, and lack of good qualification of agricultural guides to keep abreast of developments in the use of information and communications technology [1 [

Research Objectives :

- .1 Identify the level of importance of using social media in extension work from the point of view of agricultural extension workers in Ninewa governorate/Iraq in general.
- .2 Arrange the paragraphs of social media in extension work according to their relative importance.
- .3 Finding the correlation between the level of importance of utilizing social media in

The research was carried out in Nineveh/Iraq governorate. The research included all agricultural extension workers in the Nineveh Agriculture Directorate. The research also involved all agricultural extension workers in the Nineveh Agricultural Extension Centre and its extension farms. The research was made up of (293) agricultural personnel deployed to the Directorate's Centre and the people of its number (32). Agricultural Division. The research also included agricultural extension workers at the Nineveh Extension Centre and its 3 farms. (33) Indicative factor. The questionnaire form was distributed to all the community members. (263) staff after the exclusion of (30) interviewees who included a measurement Areas studied, their paragraphs and scale of the questionnaire form for the search, as well as the neglect of some (3) forms for not filling out fully by the investigators, thus The research has become comprehensive (260) researchers distributed to the Nineveh Agriculture Directorate and its people. The data was collected using the questionnaire form, consisting of two parts: the first part

extension work and the independent variables of (age, gender , scientific qualification, academic specialization.(

Research hypotheses:

- .1 There is no correlation coefficient between the level of importance of using social media in extension work from the point of view of agricultural extension workers and age, gender, etc.

Research materials and methods:

included independent variables and included personal and functional information of agricultural extension workers. For the second part, have a paragraphs, These paragraphs were prepared after reference to previous research and literature on the subject, the apparent validity and reliability of the content were extracted by presenting the questionnaire form to a group of experts and arbitrators at And to find reliability in this study, a random sample of the size was selected. excluded from the comprehensive research, where the stabilization coefficient was found using the alpha- Kronbach method and the survey sample data was collected by questionnaire in personal interview with the guiding workers, and the reliability coefficient was valued for the areas in general (0.92), are good values of scale reliability, where the answer have been developed for important scale paragraphs The use of social media in extension work from the point of view of agricultural extension workers is where digital codes were given (1,2,3,4,5) respectively and the most important statistical means used in the research were extracted using the program (spss.(

Result and dictations:

.1Identify the level of importance of using social media in extension work from the point of view of agricultural extension workers in Ninewa governorate/Iraq in general.

.2Arrange the paragraphs of social media in extension work according to their relative importance.

This area consists of (15) paragraphs the research results showed that the respondents' scores ranged from (205-268), and the average level of use of 236.7)) And the standard

deviation was (31.3). The degree of use of social media reached the lowest degree reflecting the level of importance of workers' use of social media (141), while at that time it reached the highest value, which was(269) degrees. Thus, the first category was determined, which includes a low level of importance between (141-184) degrees and a high level of importance between (269) degrees, and it was divided into three categories according to the range law, as shown in the table below.

Table 1 shows the level of according to the importance of using social media in general extension work.

NO	Categories	Number	Percentage%	
1	few) 204 (141 -	36	13.84	=236.7x ⁻
2	medium) 268 - 205 (178	68.46	
3	large -269) and over (46	17.70	=31.3d .s
	Total	260	100%	

Table 1 shows that approximately (13.84%) of investigators had a low level of social media usage by workers, while those who used social media on average accounted for about (68.46%). The proportion of people using social media was substantially about (17.70%) if the level of importance of using social media in general tended to rise. This is due to the fact that social media and its use in agricultural extension work by workers play an important and effective role as well as their awareness of the importance of utilizing such

means in agricultural extension work to transmit information faster and easier to as many guided as possible.

.2Arrange the paragraphs of social media in extension work according to their relative importance

Arranging each paragraph of social media use in extension work according to its relative importance. The computational average and the percentage weight of each paragraph of the field are calculated and arranged according to its priorities as shown in the table below.

Table (2) shows the ranking of the social media area paragraphs according to their priorities

NO	paragraphs	Arithmetic mean	percentile weight	Rank
4	The use of social media leads to access to modern technologies and methods in agricultural extension work	4.119	82.38	1
9	The use of social media helps to transmit agricultural information in several forms as a photo and as a video	4.080	81.6	2
7	Achievements in social media use lead to employees' satisfaction with their careers	4.034	80.68	3
12	Using social media saves the user time instead of moving elsewhere to get information	4.000	80	4
13	It has the ability to broadcast diverse and different information suited to all age groups and culture	3.984	79.68	5
6	Social media facilitates the provision of all agricultural indicative information which helps to improve the efficiency of performance of workers in guidance	3.969	79.38	6.5
14	Social Media Broadcasts New, Diverse and Different Agricultural Practices	3.969	79.38	6.5
15	Social media contributes to interaction between elements of the communication process	3.957	79.14	8
8	Using social media in extension work helps increase accuracy in the work done	3.923	78.46	9
2	Social media contributes to the exchange of information between extension workers and the guided public	3.919	78.38	10
5	Social media contributes to the development of agricultural extension work and continuously through pre-prepared communication programs	3.880	77.6	11
11	Using social media sites contributes to the acquisition of effective communication skills	3.826	76.52	12
10	The use of social media contributes to reducing differences between users, which generates a lot of desire to receive information	3.784	75.68	13
3	Social media contributes to solving the problems faced by mentors through coordination between the relevant departments	3.742	74.84	14
1	Social media has contributed significantly to the clear and smooth transmission of agricultural guidance information to the audience of the guided	3.000	60	15

*Maximum grade = (5(

The results of the research, as shown in table (2), show that the paragraph (using social

media leads to access to modern techniques and methods in agricultural extension work)

ranked as first in the field of social media usage paragraphs with an average arithmetic of (4.119), and with a percentage weight ranging (82.38%). This may be due to the fact that agricultural extension workers' use of various social media facilitates easy and rapid communication between them and the guided. The information and expertise transmitted through these means is more diverse and sophisticated. is) 3,000(, a percentage weight ranging from)60%(, because social media transmits a lot of information to the audience of the guided, but not all guides can properly understand or use these means, so there is little importance.

.3Finding the correlation coefficient between the level of use of social media in extension work and the independent variables of (age, gender , scientific qualification, academic specialization.(

-1Age:

To achieve this goal, the age has been divided into three age groups using the range and length of the group, with the youngest investigators reaching)27years(of age and older aged)64 years(with mean of) 41.99(years of age and standard deviation,(7 54.) as shown in the table below.

Table No. (3) Distribution of searchers according to age variable.

N0	Categories	Number	Percentage%	Simple binding coefficient	sig
1	low- 27) 8(3	103	39.62	.0730	0.242
2	medium) 39(50-	114	43.85		
3	high(62- 51)	43	16.53	$\bar{x}=41.9$	s. d =7.54
	Total	260	%100		

Table 3 shows that the highest percentage of researchers in the middle category (39- 50) was about 43.85%, followed by the low category (27 - 38) by) 39.62%(, while the high category (51 - 62) was the lowest (16.53%), The results showed that there was no moral correlation between the importance of using social media for extension work according to the age variable, the value of the simple correlation coefficient (r) (0.073), It's immoral, and so we accept We reject the hypothesis, which states that there is no correlation coefficient between the importance of using social media in extension work

according to the variable age. This is because regardless of the age of the researchers, it does not affect the importance of their benefiting from the use of social media in agricultural extension work.

-2Getting: In order to achieve this goal, the researchers were divided into two categories: male and female. The repetitions and percentages of all researchers were calculated and the correlation relationship was found. The rank coefficient was used, with the number of males (216) in the research society, while the number of females (44) as shown in the table below.

Table No. (4) Distribution of investigators according to sex variable.

NO	Categories	Number	Percentage%	Simple binding coefficient	sig
1	male	216	83.08	0.115	0.064
2	female	44	16.92		
	Total	260	%100		

Table No. 4 shows that the proportion of male researchers was (83.08%), while the percentage of females was (16.92%). The results showed that there was no moral correlation coefficient between the importance of using social media for extension work according to the gender variable. The value of Spearman's rank association (0.115), was immoral, thereby rejecting the hypothesis of, which states that there is no correlation coefficient between the importance of using social media in extension work according to the gender variable, is due to the fact that male

extension workers especially realize the importance of utilizing social media but less among other variables that may contribute to the effective transmission of agricultural information.

.3Scientific qualification: To achieve this goal, the researchers were divided into several categories according to their scientific qualification. The repetitions and percentages of each category were calculated. In order to find the correlation, the dependent of the rank link was used as shown in the table below.

Table (5) Distribution of researchers according to the scientific qualification variable

NO	Categories	Number	Percentage%	Simple binding coefficient	sig
1	primary	24	.239	0.172**	0 .005
2	secondary	19	7.31		
3	bachelor	153	58.85		
4	graduate degree	64	24.61		
	Total	260	%100		

he correlation is *significant at 0.01*.

according to Table 5, the vast majority of researchers are degree holders. (58.85%), and then followed by the category of holders (24.61%), and the ratio (9.23%) They are the holders of a certificate of agriculture enumeration, and the last class is the certification of the (7.31%). and the results showed a positive moral correlation between the importance of utilizing social media in extension work and the change in scientific

qualification. Spearman's rank link (* * 0.172), which is moral at the level (0.01). the main objective was to create a correlation between the importance of utilizing social media in extension work and the scientific qualification variable This is because the scientific qualification of researchers plays a very important role in the transmission of agricultural information and agricultural updates through such means during the

extension work, where the higher the scientific qualification of workers. The higher the scientific qualification of workers, the more important it is for them to be aware of the use of these means in the success of the extension work.

4- Academic specialization: In order to achieve this goal, the researchers were divided into two categories. The repetitions and percentages of each category were calculated to create the correlation. The coefficient of rank association was used as shown in the table.

Table (6) Distribution of researchers according to specialization variable

NO	Categories	Number	Percentage%	Simple binding coefficient	sig
1	specialist	31	11.92	0.018	0.772
2	non-specialist	229	88.08		
	Total	260	%100		

Table 6 shows that the percentage of non-agricultural extension researchers is about 88.08% (agricultural extension researchers", while the proportion of researchers specializing in agricultural extension was (11.92%), which means that the majority of researchers working in the sector are cultivated from different agricultural disciplines and a few are agricultural extension professionals. The results show that there is correlation coefficient between the importance of agricultural extension workers

Conclusions:

Based on the search results, we conclude the following: The importance of utilizing social media in extension work from the point of view of agricultural extension workers has been an average tendency to rise because of the importance of such means of transmitting information, guidance expertise and updates to the general audience of the guided.

-The use of agricultural extension workers recognizes the importance of utilizing these means through access to modern techniques,

using social media in extension work. The specialty variable is valued at (0.018).. The reason that extension workers, whether they are agricultural extension professionals or not, does not affect the importance of using social media for extension work. The main objective was to create a correlation between the importance of utilizing social media in extension work and the specialization variable. This does not affect the importance of using social media for extension work.

methods and means of communication in agricultural extension work

-The scientific qualification plays an important role in the importance of making use of social media in agricultural extension work from the point of view of its employees .

-The higher the scientific qualification for it, the greater their awareness about the effectiveness of such means in the success of the extension work.

Recommendations:

-1 Conduct a study similar to the same researchers and other independent variables such as training courses, number of years of service, trend towards use of social media.(

-2 Conduct a similar study to the same society but using a social media such as Facebook as a model.

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