



# Determinants of Interest and Satisfaction using social media: A case study of extension professionals in Southwest Nigeria

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## Abstract

This study examined determinants of interest and satisfaction in using social media among extension professionals in Southwest Nigeria. Multistage sampling was used to select two hundred and five respondents in this study. The specific objectives of the study were to; describe the socioeconomic characteristics of extension professionals, ascertain the use of social media; and determine respondents' interest and satisfaction with the use of SMPs. Data were analysed using descriptive and inferential statistics. The findings revealed that 40% of respondents were between 36 and 50 years, 39.5% had B.Sc. and 32.7% had working experience ranging from 6 and 15 years. Social media platforms were commonly used for marketing (M=3.85), consultation with experts for advice (M=3.75) and coordinating access to agricultural input (M =3.70). Respondents showed high level of interest in Facebook and YouTube, and, satisfaction in Facebook and WhatsApp. Based on the levels of interest and satisfaction of extension professionals with the use of the social media platforms, it was recommended that Facebook and WhatsApp platforms be adopted and used among extension professionals in agricultural agencies, ministries and departments; however more awareness should be created using Facebook and YouTube on the benefits of using social media platforms so as to encourage its adoption and use in extension organization for extension service delivery.

**Keywords:** Social Media Platforms, Extension Professionals, Interest, Satisfaction

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## 1. Introduction

The emergence of Social Media (SM) has provided a visible solution to the challenge of few available Extension Professionals (EPs) who cannot effectively reach majority of farmers at different locations. This is because of the fact that social media enable such operations as blogging, tagging, discussion, networking, and so on. Since the past decade, social networking sites have become a mainstream cultural phenomenon (Boyd and Ellison, 2007), and agricultural researchers have understood the unalloyed role it can play in facilitating dissemination of agricultural research findings and exchange of information. Social Media is therefore very popular in that it allows people to connect in the online world to form a group, a forum and a community where ideas and information can be exchanged without any geographical barrier thus tending towards rebranding the practice of agriculture for youth embrace (Sokoya et al., 2012). The incidence of critical situations, such as famine, crop failure, soil exhaustion, or altered economic conditions or relationships facing agriculture require urgent need for a modern form of extension delivery. The use of conventional communication channels such as farm/home visit, personal letters, and use of contact farmers, for disseminating agricultural information as entrenched in the T and V extension approach is becoming less effective, one way to address this is through encouraging the use of social media platforms. According to Campbell et al. (2011), "Social media is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so" This implies that while some social media platforms allow certain activities to be performed others do not. Thus, create the basis for comparison among available platforms in order to identify one(s) give satisfaction to users.

Past studies buttressed interest and life satisfaction with the use of social media platforms. For instance, Kross and colleagues (2013), who showed via a cross-lagged path that Facebook use negatively influences life satisfaction. Furthermore, Tromholt (2016) showed in an experiment that taking a break from Facebook increases life satisfaction among all ages. These studies therefore affirmed that the use of Facebook, through longitudinal studies have negative effect on life satisfaction and may apply to social media in general as well.

Different mechanisms have been proposed by different authors to explain relationship between social media use and life satisfaction, such as social comparison, social capital and cyber-victimisation. However, most of these studies are cross-sectional, and did not investigate the relationship between interest and satisfaction. Thus, how social media is used among extension professionals depends on the awareness about its benefits, and this determines the interest and eventual satisfaction derived from its use. According to Csikszentmihalyi and Hemanson (1995) interest refers to a differential likelihood of investing energy in one set of stimuli rather than another. In other words, it can be said to imply responsiveness, this is because it is interest developed in a thing that results in following up or repeated and subsequent conversations (Ahearne et al., 2007). Social media creates a new way for users or customers to connect, and allows for conversations with useful content. The experience of being interested has been characterized as an optimal state that combines positive affective qualities (feelings of immediate enjoyment, good moods, etc.) and positive cognitive qualities (striving for meaningful goals, relevance, etc.).

It is important to note that this study adds to previous literature by identifying the type of social media platforms in which users derive maximum satisfaction in relation to other social media especially in the study areas. Although there may be interests in using social media, but few, if any, can identify the social media that guarantee their satisfaction. This is the gap that this study essentially filled. This study therefore achieved the following objectives; it described the socioeconomic characteristics of respondents, ascertained the various uses of social media, and determined respondents' interest and satisfaction in using the social media platforms in the study areas.

## 2. Methods

### 2.1. Sampling procedure

This study is a descriptive survey research designed to find out the determinants of use of social media platforms by EPs for extension service delivery. The target populations for this study include EPs from universities, research institutes, Agricultural Development Projects (ADPs) in Southwest, Nigeria. Multistage sampling<sup>1</sup> was used to select a sample of 233 out of which 205 valid questionnaires representing 87.9 % validity rate was used for this study. At the first stage, three States were randomly selected 134 were randomly selected from ADPs, 48 from the research institutes and 42 from the universities. At the second stage, three organizations, namely, ADPs, universities and research institutes were purposively selected for the study. In purposive sampling, the inquirer selects respondents because of their presumed relevance to the study as judged by the investigator (Olowu, 2004). That is, the use of this method implies some knowledge of the potential respondents upon which the decision to include them in the sample was based. At the third stage, all extension professionals from Universities, research institutes and 40% were selected in each of the three selected states making 323 respondents for the study. However, a total 205 questionnaires which were returned and analyzed.

### 2.2. Data collection and measurement of variables

Data were collected through the use of questionnaire. Data on awareness was measured as 2 for yes and 1 for no, interest was measured as interested (3), somehow (2), not interested (1) and satisfaction variables were measured as very satisfied (3), satisfied (2) not all (1). Information consumption was measured as strongly agreed (5) agreed (4) undecided (3) disagreed (2) strongly disagreed (1). For high usage, any statement that has a mean equal to, or above 3.00 is adjudged high.

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<sup>1</sup> Multistage sampling is a combination of more than two sampling procedures in selecting a sample especially when the entire population is divided into clusters or groups. It is still possible to draw a random, stratified or systematic sample within the sampled clusters

### 2.3. Data analysis

Data were analysed using frequency count and percentages to describe the socioeconomic characteristics of respondents, mean and test of norm to determine the interest and satisfaction of extension professionals with the use of social media platforms, and, test of norm to determine the level of use of social media.

## 3. Results and discussion

### 3.1. Age

The results show that 40% of respondents were between the age range of 36 and 50 years, 30.7% were above 50% years while 29.3% were 35 years and below. This implies that the age range of most of the extension professionals in Southwest, fell between 36 and 50 years. This result is in consonance with Yakubu et al. (2013) that 49.8% of users of Information and Communication Technologies (ICTs) among extension personnel in Sokoto State are between 41 and 50 years.

### 3.2. Education

In terms of their educational level, 39.5% of respondents had B.Sc., 22.9% had HND, 15.1% had PGD, 12.2% had Ph.D. and 10.2% had M.Sc./M.Phil. These results indicate that majority of the respondents had B.Sc. which should help them to decide the type of tools that will help them to be effective in their job. The result is similar to Agwu et al. (2008) that 32.5% extension workers in Enugu and Abia States had B.Sc.

**Table 1.** Distribution of respondents according to their socio-economic characteristics (n = 205)

| <b>Variables</b>         | <b>Frequency</b> | <b>Percentage (%)</b> |
|--------------------------|------------------|-----------------------|
| <b>Age (in years)</b>    |                  |                       |
| 35 and below             | 60               | 29.3                  |
| 36-50                    | 82               | 40.0                  |
| Above 50                 | 63               | 30.7                  |
| <b>Educational level</b> |                  |                       |
| HND                      | 47               | 22.9                  |
| B.Sc.                    | 81               | 39.5                  |
| M.Sc./M.Phil.            | 21               | 10.2                  |
| Ph.D.                    | 25               | 12.2                  |

### 3.3. Social media experience

Also, the study revealed that 32.7% of the respondents had between 7 and 9 years, 21% had between 1 and 3 years, 19% had between 4 and 6 years, 15.6% had above 9 years and 11.7% had below 1 year of social media use experience. This result indicates that most of the respondents had between 7 and 9 years of use of social media. This study is similar to Rad et al. (2017) that 21% of academic researchers in five Universities in Malaysia had above 5 years of use of social networking sites. The study further revealed that awareness was highest (85.9%) on WhatsApp and lowest (38.5%) on Academia.edu platforms.

### 3.4. Social media usage among extension professionals

Table 2 reveals the use of social media use platforms in the sampled study areas. The results shows that the use of Social Media Platforms (SMPs) in the study area is high which is represented in the norm score under the column 'overall mean score range' as 38.43 analysis.

**Table 2.** Social media usage among extension professionals

| Social media usage                                                                             | Mean         | Rank             |
|------------------------------------------------------------------------------------------------|--------------|------------------|
| IC1 coordinating access to agric input                                                         | 3.70         | 3 <sup>rd</sup>  |
| IC2 To promote new technology                                                                  | 3.41         | 8 <sup>th</sup>  |
| IC3 For consultation with experts for advice                                                   | 3.75         | 2 <sup>nd</sup>  |
| IC4 To find agriculture related information                                                    | 3.56         | 4 <sup>th</sup>  |
| IC5 For marketing services                                                                     | 3.85         | 1 <sup>st</sup>  |
| IC6 For sourcing agricultural news                                                             | 3.40         | 9 <sup>th</sup>  |
| IC7 To access online reference database                                                        | 3.11         | 11 <sup>th</sup> |
| IC8 For conferences, workshop                                                                  | 3.35         | 10 <sup>th</sup> |
| IC9 For online service consultations                                                           | 3.44         | 7 <sup>th</sup>  |
| IC10 For reaching out to people outside regular circle to gain valuable ideas or get feedbacks | 3.49         | 5 <sup>th</sup>  |
| IC11 Play and download music                                                                   | 3.47         | 6 <sup>th</sup>  |
| <b>Total_IC</b>                                                                                | <b>38.43</b> |                  |

#### Maximum norm scores obtainable for social media platform use

Maximum scores obtainable from the 11-item scale on social media use (5 x 11) = 55

The average score is  $(5+4 + 3 + 2 + 1) / 5 = 15/5 = 3$

Interval score  $(55/3) = 18.33$

| Interval | Overall mean score range | Remark   |
|----------|--------------------------|----------|
| 0-18     |                          | Low      |
| 19-36    |                          | Moderate |
| Above 37 | 38.43                    | High     |

The result reveals that social media platforms are used mainly for marketing services ( $M = 3.85$ ) which was rated 1<sup>st</sup> and least to access online reference database. This result is dissimilar to Meishar-Tal and Pieterse (2017) that academic social network site was used mainly for information consumption. However, this result is different because it revealed the specific components of information consumption that has the highest usage (i.e., marketing services), whereas total mean of all statement representing social media use was taken as usage score in Meishar-Tal and Pieterse.

### 3.5. Comparative analysis of the relation between use of social media, level of interest and level of satisfaction

The results in Table 3 revealed the relationship between extension professionals' interest and satisfaction with the use of social media platforms for service delivery. The ranking of interest and satisfaction for each social media was done according to the score of means in descending order. The results revealed that there was general low interest (total interest  $M = 23.36$ ) and satisfaction (total satisfaction  $M = 23.51$ ) with social media platform use although there was general high usage. There was the need to examine each social media in order to identify the platforms that evoke users' interest and satisfaction. For instance, in terms of interest and satisfaction Facebook was ranked 1<sup>st</sup> in both and this was followed by YouTube which ranked 2<sup>nd</sup> and 3<sup>rd</sup> in terms of interest and satisfaction of respondents while Blog and Yahoo recorded the least interest and satisfaction respectively. This implies that it was only Facebook which satisfaction was sustained by interest among respondents which indicate that respondents derived most satisfaction in the use of Facebook than other SMPs in the study areas. This is a new finding in the study of social media use by establishing the platform that gives users the most satisfaction.

**Table 3.** Comparative analysis of social media platforms usage in relation to level of interest and level of satisfaction

| Social media platform | Social Media Usage |      | Level of interest |      | Level of satisfaction |      |
|-----------------------|--------------------|------|-------------------|------|-----------------------|------|
|                       | Mean               | Rank | Mean              | Rank | Mean                  | Rank |
| Facebook              | 3.01               | 4th  | 2.60              | 1st  | 2.50                  | 1st  |
| Twitter               | 3.00               | 5th  | 1.95              | 10th | 2.22                  | 3rd  |
| YouTube               | 3.03               | 3rd  | 2.40              | 2nd  | 2.22                  | 3rd  |
| Blog                  | 2.99               | 7th  | 1.88              | 11th | 1.97                  | 10th |
| WhatsApp              | 3.14               | 1st  | 2.30              | 3rd  | 2.45                  | 2nd  |
| LinkedIn              | 3.04               | 2nd  | 1.99              | 8th  | 2.01                  | 7th  |
| Google+               | 3.00               | 5th  | 2.09              | 5th  | 2.13                  | 5th  |
| Academia              | 2.45               | 11th | 2.13              | 4th  | 2.00                  | 8th  |
| Farmer helpline       | 2.51               | 10th | 2.01              | 7th  | 1.99                  | 9th  |
| e-wallet              | 2.58               | 9th  | 1.97              | 9th  | 2.06                  | 6th  |
| Yahoo                 | 2.68               | 8th  | 2.05              | 6th  | 1.95                  | 11th |
| <b>Total Mean</b>     | <b>31.43</b>       |      | <b>23.36</b>      |      | <b>23.51</b>          |      |

Source: Field Survey, 2020

The implication of this finding is that, respondents prefer Facebook for extension service delivery in the study areas. Thus, in relation to stages of adoption in agricultural extension called Awareness, Interest, Evaluation, Trial, Adoption, and Satisfaction (AIETAS), it can be inferred from this study that interest and satisfaction are very important stages which require major considerations in innovation-adoption process considering the fact that use of social media in extension delivery is an innovation. Therefore activities, methods, policies and programmes that will enhance its acceptance and use especially at the organisational level such as organising seminar where the benefit of using social media for agricultural practice is thought should occupy a prominent position in the list of major activities of agricultural ministries, research institutes, faculties of agriculture and colleges of agriculture. This result is similar to Suchiradipta and Saravanan (2016) who found that lack of interest was one of the factors hindering social media usage at organisational level among extensionists and agricultural scientists in Sub-Saharan countries. Similarly, Ajayi et al. (2013) emphasized on the central position that interest occupies between knowledge and awareness of communication technologies usage among extension personnel in Ondo State. Thus, their studies affirmed that the more extension professionals are knowledgeable about ICTs the better their interest and desire to use new communication technologies such as social media.

#### 4. Conclusion

From the findings of this study, it was concluded that social media platforms sampled are used mainly for marketing services, consultation with experts and coordinating access to agricultural input. However, the respondents showed high level of interest in and derived more satisfaction from using Facebook, WhatsApp and YouTube. It was therefore recommended that these platforms be adopted and used among extension agencies, ministries and departments; and that more interest should be created through awareness on the benefits of using social media platforms so as to encourage its adoption and use in extension organization for extension service delivery. When the use of social media platforms is fully adopted in agricultural extension organizations, more clients can be reached, and bearing in mind that social media is more youth attracted, youths will be encouraged to carry on extension service in future without fear and hardship. Moreover, in a world where trepidation has filled the minds of every human being because of insecurity that is rooted in terrorism, and all forms of crisis, with social media, the client and the practitioners will be at home to exchange ideas at will without fear of attack.

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