Operational constraints and strategic solutions in the utilization of social media for Agriculture in the North Coastal Zone of Andhra Pradesh

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ABSTRACT

Social media are modern-day digital communication means comprising various tools that allow interaction among people and information exchange worldwide. Owing to the importance of social media in agricultural extension service delivery, a study on the field challenges and operational constraints encountered by the farming community in the utilization of social media for agriculture, was conducted among a proportionate random sample of 120 farmers across twelve selected villages in Srikakulam and Vizianagaram districts of the North Coastal Zone of Andhra Pradesh. The investigation revealed that the structural bottlenecks restricting smooth information delivery vary distinctly across the zone. For physical infrastructure limitations, farmers were relying heavily on adjusting to poor network connectivity and data drops in rural tracts, which emerged as the top operational barrier (76.00%, Rank I). For content-related difficulties, farmers were struggling with unsuitable, generic, and unverified online information that completely lacked local adaptation (74.00%, Rank II). For interface navigation issues, the respondents were constrained by widespread digital illiteracy (68.00%, Rank III). For linguistic and timing barriers, farmers were hindered by language problems in accessing technical content (66.00%, Rank IV) and the non-availability of timely data during pest and disease outbreaks (63.00%, Rank V).

Key Words: *Andhra Pradesh, Digital illiteracy, Social media, Vernacular media*