

# Assessing Agricultural Undergraduate Students' Social Media Comprehension

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## INTRODUCTION

- Over 4 billion daily users on social media (Chaffey, 2022) --- how much do users understand in effectively using this powerful tool?
- Social media provides a platform for agricultural communicators to be sharing about the industry, but are students prepared?
- The purpose of this research was to assess undergraduate students' ability to use social media effectively & professionally.

## METHODS

- Qualitative study using purposive sampling with 6 Poultry Science undergraduates enrolled in two different courses
- 15 minute interviews conducted via Zoom
- Audio recordings were transcribed
- Peer Debriefing & Reflexive journaling contributed to trustworthiness
- Coding occurred to reveal themes

## FINDINGS

The data collected resulted in three overarching themes:

### Comprehension

professional vs personal connection



### Impact

reach & generational norms



### Importance of Proper Use

controversy & need for education



Scan to listen to participant's rich data.

## DISCUSSION

- >Overlapping effects of social cognitive theory in a social media application.
- >Highlight gaps that exist between the two groups of students, and between industry and classroom.
- >Need for higher education and agricultural communications to place greater emphasis on preparing students for impactful and professional social media use.
- Future research:
  - identifying the intersections and applications of social media in an agricultural context
  - developing grounded theory within this area
  - conducting research with educators
  - compiling information to create guides and models for instructors to use

## THEORETICAL FRAMEWORK

- Bandura's Social Cognitive Theory (1977) adapted to undergraduate social media competency

