

A comparative study of personal values profile of rural and urban adolescents

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■ **ABSTRACT :** The present research study was conducted to assess the personal values profile of rural and urban adolescents randomly selected (18-20 yrs.) from four Colleges of Punjab Agricultural University, Ludhiana. The socio-economic status scale was used to study the socio-demographic characteristics of the respondents. Personal values profile of the respondents was assessed by employing personal values questionnaire by Sherry and Verma (2010). The results revealed that significantly higher proportion of urban adolescents were found on the dimensions of 'Religious', 'Democratic' and 'Hedonistic' values whereas rural adolescents were observed significantly higher on the dimensions of 'Family prestige'. Urban adolescents were found to have more faith in God. The results further depicted that urban adolescents believed in individuality and were against any kind of discrimination on the basis of sex, race, caste and family status. They did not believe in social inequality, however, rural adolescents gave more value to family prestige than urban adolescents. Rural adolescents believed in maintenance of purity of family blood by avoiding intercaste marriages. Urban boys gave more value to power and desired to rule or lead others and preferred a job where they could get opportunity to exercise authority over others.

■ **KEY WORDS:** Adolescents, Democratic, Family prestige, Rural, Urban

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