

# Inter college adolescents career preferences in urban Kanpur of Uttar Pradesh

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■ **ABSTRACT :** Present study was conducted in Kanpur city of UP state on 300 adolescents (147 boys and 153 girls) randomly selected from 6 intermediate colleges to assess their carrier preferences (science and technology-ST, commerce and management-CM, tourism and hospitality-TH, mass media and journalism-MMJ, artistic and designing-AD, medical-M, agriculture-AG, defense-D, law and order-LO and education-E) using Standard Carrier Test. Data revealed that adolescents were in age group between 14-17 years. Higher number of respondents belonged (each 23.66 %) to business and service class families, while lowest number of adolescents belonged to families working in factories (16.66%). About 47 per cent of adolescent's families had income less than Rs. 5000/-month and lowest number of respondents (20.0%) had family income between Rs. 5000 to 10000/-month. Data further revealed that ST was the most preferred carrier of adolescents (64) and AG as least preferred carrier (0). Girls preferred M, MMJ and AD over boys while later have more preference to ST and CM than former. There was change in preference of adolescents for carrier over different month's period. It is evident from the results that ST and M is the most preferred carrier, while AG and D are the least preferred carriers among adolescents. Preference of adolescents to carrier also changes with time.

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Adolescents constitute 18 per cent of world's population and more than half lives in Asia. India has 243 million adolescents which constitute 20 per cent of world's 1.2 billion adolescents (PRB, 2013). Each teenager is an individual with a unique personality and special interests, likes, and dislikes. In general, however, there is a series of developmental tasks that everyone faces during the adolescent years. A teenager's

development can be divided into three stages *i.e.* early, middle, and late adolescence. Early adolescence 12-14 years the main development, in this age are struggle with sense of identity, moodiness, improved abilities to use speech to express oneself, more likely to express feelings by action than by words, close friendships gain importance, less attention shown to parents, with occasional rudeness, realization that parents are not

perfect; identification of their faults, search for new people to love in addition to parents, tendency to return to childish behaviour, peer group influences interests and clothing styles, increasing career interests, mostly interested in present and near future and greater ability to work. Middle adolescence: 15-16 years, intellectual interests gain importance, some sexual and aggressive energy directed into creative and career interests, greater capacity for setting goals and interest in moral reasoning. Late adolescence: 17-19 years more defined work habits, higher level of concern for the future, thoughts about one's role in life, ability to set goals and follow through, acceptance of social institutions and cultural traditions and self-regulation of self esteem. Thus noticeable changes in intellectual development take place during adolescence and subsequently career development process take place. Choosing a career is crucial for adolescents as it is both challenging and burdensome (Gottfredson, 2005). Role of socio-economic status, parental influence, school influence, needs and values as motivating factors in specific carrier preferences of adolescents have been substantiated (Beauregard, 2007; Obiunu Rev Fr and Ebunu, 2010 and Bakshi *et al.*, 2012). As adolescents gain more awareness of skills and interests, they becomes able to think in more abstract and logical terms for career development and carrier options and choices become more realistic to them (Udoukpong *et al.*, 2012). According to Bakshi *et al.* (2012) "self and family" and "self, family and teachers" combinations had important influences on career choice. The overall message is that family experiences can be quite relevant to a person's career development and should not be ignored. As per study of Thatchenkery and Koizumi (2010) students perceive business to be comparable with, but not superior to, science and engineering. The proportion of students choosing business over science increased among males and in some more economically developed cities. Engineering students were most likely to cite parents as a major influence, while business students more often pointed to salary and career prospects. In the multi cultured society like India, assessment of family influence on career development has been advocated (Whiston and Keller, 2004). Adolescence is appropriate age to study their carrier development and it is during adolescence that many changes occur that influence the development of carrier preferences and aspirations. Keeping this in

view the present study was planned with the objectives to identify career preferences and changing pattern for carrier choices among inter-college students *vis-a-vis* to assess the association between student's sex and their carrier preferences.

## ■ RESEARCH METHODS

Present study was carried out in Kanpur district of Uttar Pradesh purposively as the researcher hailed from this place and the city has large number of Intermediate colleges. For study 6 Intermediate colleges (Jawahar Lal Nehru Inter College, Bhola Singh Parvati Inter College, Nari Kalyan Inter College, Vidyut Parisha Inter College, Bhartiya Vidhya Mandir Inter College and Moti Lal Memorial Inter College) were selected randomly. From these colleges, 300 adolescents were taken as sample for the study. Data on adolescent's carrier conscious was collected using scale developed by Bhargava and Bhargava (2001) and the information was collected at different time interval (1<sup>st</sup>, 3<sup>rd</sup> and 6<sup>th</sup> month). Information was also collected on the social profile of the adolescents. Age, educational qualification, sex, family occupation and family income were used as independent variables. Career consciousness of adolescents was taken as dependent variable. Data was analyzed by computing mean, per cent and association by Chi-square test.

## ■ RESEARCH FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads :

### Social profile :

Data on social profile of adolescents given in Table 1 revealed that 53.33 per cent of adolescents are in age group of 14-15 years, 36.66 per cent in age group of 15-16 years and 10 per cent in age group of 16-17 years, respectively. In sample size, 49 per cent were male adolescents and 51 per cent were female adolescents who were interviewed on the different criteria and facts related to career preference and social aspects. Results indicated that 23.66 and 23.66 per cent of adolescent's families had business and service as occupation, respectively while 17.33 and 18.66 per cent adolescents families were engaged in labour and agriculture occupation, respectively. Only 16.66 per cent respondent's families had employment in factories. The higher number of adolescents from service and business

classes may be due to their more population in city and higher education level. Majority (46.67 %) of respondents families had monthly income below Rs. 5000/- , while 20.00 and 33.33 per cent of respondents family income was between Rs. 5000-10,000/- and above Rs. 10,000/-, respectively.

**Carrier preference :**

Data on carrier preference of adolescents given in Table 2 revealed that Mass media and journalism, agriculture and medical career choice declined with the passage of time both in boys and girls except mass media and journalism in 3<sup>rd</sup> month. Art and design career choice increased from 9.3 per cent in 1st month to 14.7 per

**Table 1 : Distribution of adolescents into different social attributes**

Sr. No.	Variable	Frequency	Per cent
<b>Age group</b>			
1.	14-15	160	53.33
2.	15-16	110	36.66
3.	16-17	30	10.00
<b>Sex</b>			
1.	Male	147	49
2.	Female	153	51
<b>Family occupation</b>			
1.	Business	71	23.66
2.	Service	71	23.66
3.	Agriculture	52	17.33
4.	Labour	56	18.66
5.	Factory employer	50	16.66
<b>Income</b>			
1.	Below Rs. 5000 /- month	140	46.67
2.	Between Rs. 5000-10000	60	20.00
3.	Above Rs. 10000	100	33.33

**Table 2 : Comparison of career choice among boys and girls at Inter level**

Carriers		One month			Three months			Six months		
		Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
Mass media and journalism	(MMJ)	19 (12.9)	18 (11.8)	37 (12.3)	10 (6.8)	22 (14.4)	32 (10.7)	9 (6.1)	11 (7.2)	20 (6.7)
Artistic and designing	(AD)	6 (4.1)	22 (14.3)	28 (9.3)	14 (9.5)	16 (10.4)	30 (10)	16 (10.9)	28 (18.3)	44 (14.7)
Science and technology	(ST)	26 (17.7)	21 (13.7)	47 (15.7)	31 (21)	19 (12.4)	50 (16.7)	34 (23.1)	30 (19.6)	64 (21.3)
Agriculture	(AG)	6 (4.1)	2 (1.3)	8 (2.7)	2 (1.3)	3 (10)	5 (1.7)	0 (0.0)	0 (0.0)	0 (0.0)
Commerce and management	(CM)	24 (16.3)	21 (13.7)	45 (15)	28 (19)	24 (15.7)	52 (17.3)	17 (11.6)	14 (9.1)	31 (10.3)
Medical	(M)	10 (6.8)	30 (19.6)	40 (13.3)	7 (4.8)	23 (15)	30 (10)	4 (2.7)	21 (13.7)	25 (8.3)
Defense	(D)	12 (8.1)	2 (1.3)	14 (4.7)	5 (3.4)	6 (3.9)	11 (3.7)	2 (1.4)	0 (0.0)	2 (0.7)
Tourism and hospitality industry	(TH)	16 (10.9)	16 (10.4)	32 (10.7)	14 (9.5)	26 (17)	40 (13.3)	27 (18.4)	8 (5.2)	35 (11.7)
Law and order	(LO)	12 (8.1)	2 (1.3)	14 (4.7)	7 (4.8)	2 (1.3)	9 (3)	7 (4.8)	8 (5.2)	15 (5)
Education	(E)	16 (10.9)	19 (12.4)	35 (11.7)	29 (19.7)	12 (7.8)	41 (13.7)	31 (21.1)	33 (21.6)	64 (21.3)
	Total	147	153	300	147	153	300	147	153	300

cent in 6th month among adolescents. Science and technology was preferred more by boys during all six months while comparable between both sexes at 6th month. This variation in carrier choice overtime may be attributed to increased awareness and individual performance of the adolescent with passage of time. Law and order and defence career were the least preferred choices both for boys and girls. Girl adolescents had more preference to education, science and technology, and art and design than others, while education and science and technology were the most preferred carriers for boys. Preference of adolescents for agriculture and defence declined with the passage of time. Variations in adolescents' preferences to carriers may be attributed to their age, sex, parental socio-economic status, family income, parent's education level etc. (Jamabo and Enebeli, 2012) indicated the relevance of gender in emerging career preferences of adolescents as observed here. It was further suggested that families, particularly their work patterns and social position, have a profound impact on their children's career interests. According to Obiunu Rev Fr and Ebunu (2010) the socio-cultural context is of critical importance in understanding career development, and the results here support this perspective. Gender and parental occupation were found to relate to the career interests of adolescents. Ferry (2006) reported that cultural and social context of family and community were instrumental in how youth learn about careers and influential in the choice process. The understanding of cultural context has been emphasized by several studies (Arulmani, 2011; Leong and Pearce, 2011) to decide the career preferences/choice. Kunnen (2013) observed that guidance and counselling had significantly increased commitment strength in the

vocational and personal domains and in global identity. Arulmani (2011) found that participation of urban high school students from lower social economic status homes in a culturally- resonant career guidance intervention drastically reduced their negativity of career beliefs. Lapour and Heppner (2009) found that privileged family's adolescents perceive ample preferences with regard to their occupations. These workers concluded that the desire to maintain social class privilege to a large extent reduced the range of occupational preferences for these privileged adolescents.

#### Association between adolescents sex and carrier choice :

Results in Table 3 showed that Chi-square values of both boys and girls adolescents were significantly ( $P < 0.05$ ) higher for science and technology, commerce and management, medical, mass media and journalism and education with values of 23.03 and 23.97, 22.05 and 22.95, 19.6 and 20.4, 18.13 and 18.87 and 17.15 and 17.85 for boys and girls, respectively. Girls had significantly ( $P < 0.05$ ) higher Chi-square values for tourism and hospitality than boys (16.32 vs. 15.68). Earlier studies have observed relationships between career interests and social class and social influences (Obiunu Rev Fr and Ebunu, 2010). Poole and Low (1985) pointed out that carrier preferences are formed early in adolescence and for both boys and girls are heavily influenced by gender role socialization. Gender, achievement, age, and school/college environment all are factors that may influence an adolescence carrier choice. Ogunmola (2004) emphasized gender parity as an influencing factor in career decision-making process. In a study (Bakshi *et al.*, 2012) reported that youth carrier

**Table 3 : Education and career preference of adolescents at Inter College**

Variable (Education)	$\chi^2$ calculated		$\chi^2$ Table
	Boys	Girls	
Mass media and journalism	18.13*	18.87*	16.919
Artistic and designing	13.72	14.28	16.919
Science and technology	23.03*	23.97*	16.919
Agriculture	3.92	4.08	16.919
Commerce management	22.05*	22.95*	16.919
Medical	19.6*	20.4*	16.919
Defense	6.86	7.14	16.919
Tourism and hospitality industry	15.68	16.32	16.919
Laws and order	6.86	7.14	16.919
Education	17.15*	17.85*	16.919

\* indicates significance of value at  $P=0.05$

preferences were largely class-specific and gender-specific. Youth influence on career choice was highest for self, followed by mother, father and teachers. These workers found that “self and family” and “self, family and teachers” combinations were important influences on career choice. Ogunlade Rev Fr and Akeredolu (2012) discovered that prestige, economic and social values play major roles in the behaviour of the students and finally, gender parity was also seen to be a prime factor in their occupational preference.

### Conclusion :

It is concluded from the study that girl adolescents had more preference to education, science and technology, and art and design than others, while education and science and technology were the most preferred carriers for the boys. Preference of adolescents for agriculture and defence declined with the passage of time. Variations in adolescents’ preferences to carriers may be attributed to their age, sex, parental socio-economic status, family income, parent’s education level etc.

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