

Career Preferences among Degree College Adolescents in Kanpur City

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ABSTRACT Present study was conducted in Kanpur city on 300 adolescents (137 boys and 163 girls) randomly selected from 6 degree colleges to assess their carrier preferences (science and technology, commerce and management, tourism and hospitality, mass media and journalism, art and designing, medical, agriculture, defense, law and order and education) using standard carrier test. Data revealed that adolescents were in age group between 16-19 years and in the sample 45.33 % were male and remaining 54.33 % were female. Higher number of respondents belonged to business (23.66%) and service class (24.00%) families, while lowest number of adolescents belonged to families working in factories (16.33%). Data on carrier preferences revealed that education and science and technology were the most preferred carrier of adolescents and agriculture as least preferred carrier. Girls preferred medical, mass media and journalism and art and designing than boys while later had more preference to science and technology and commerce and management than former. Over time, preferences of adolescents changed more for art and design, science and technology and medical in 1 month to 6 month. It is evident from the results that science and technology and education are the most preferred carriers, while agriculture and defense are the least preferred carriers among adolescents. Preference of adolescents for carrier also changes with time.

INTRODUCTION

There are about 239 million adolescents in India in the age group of 10-19 years which constitutes 22.8 % of Indian population (Planning Commission 2001). There is a series of developmental tasks that everyone faces during the adolescent years. Noticeable changes in intellectual development take place during adolescence and subsequently career development process take place. Career exploration is important during adolescence as adolescents begin to engage in self-exploration and explore potential career options (Gati and Saka 2001; Julien 1999; Super 1990). Adolescents use information in decision making for their carrier attitudes and beliefs acquired during childhood along with specific information acquired from numerous sources including parents, siblings, other family members, family friends, peers, guidance counsellors, teachers, school and public library resources, the mass media and government career centers (Julien 1999). Adolescents frequently approach their friends, teachers and family members with the belief that these individuals will be more helpful in their career exploration (Taviera et al. 1998). 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 and Ebunu 2010; Bakshi et al. 2012). Carrier options and choices become more realistic as the adolescent gains a greater awareness of skills and interests (Udoukpong et al. 2012). Family experiences can be quite relevant to a person's career development and should not be ignored (Altman 1997). 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. Therefore the present study was planned with the following objectives.

1. To identify career preferences and changing pattern for carrier choices among girls and boys adolescents.
2. To assess the association between sex and carrier preferences.

METHODOLOGY

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 and Graduate colleges. For this study 6 graduate colleges (Armapur Post Graduate College, Saraswati Mahila Mahavidhyalaya, BSSD Degree College, DBS College, MBM Mahila Mahavidhyalaya

and Gurunanak Girls Degree College) were selected randomly. From these colleges 300 adolescents were taken as sample for the study. Data on adolescents carrier consciousness was collected using scale developed by Bhargava and Bhargava (2001) and the information was collected at different time intervals (1, 3 and 6th 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, percent, and association by Chi-square test.

RESULTS AND DISCUSSION

Social Profile

Data on social profile of adolescents given in Table 1 revealed that 23.33% of adolescents are in age group of 16-17 years, 43.33% in age group of 17-18 years and 33.33% in age group of 18-19 years, respectively. In sample size 45.63% were male adolescents and 54.33% 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 24.00 % of adolescent's families had business and service as occupation respectively while 17.33 and 18.66 % adolescents families were engaged in labour and agriculture occupation, respectively.

Table 1: Distribution of adolescents into different social attributes

S. No	Variable	Numbers	Percent
A Age Group			
1	16-17	70	23.33
2	17-18	130	43.33
3	18-19	100	33.33
B Sex			
6	Male	137	45.63
7	Female	163	54.33
C Occupation of Family			
1	Business	71	23.66
2	Service	72	24.00
3	Agriculture	52	17.33
4	Labour	56	18.66
5	Factory employer	49	16.33
D Income			
1	Below Rs. 5000 /- month	140	46.67
2	Between Rs. 5000-10000	60	20.00
3	Above Rs. 10000	100	33.33

Only 16.33 % 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 33.33 and 20.00 % 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 medical career choice declined with the passage of time both in boys and girls. Art and design career choice increased from 5.00% in 1st month to 13.33 % in 6th month among adolescents. Science and technology was preferred more by boys during 1st and 3rd month 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. Agriculture, defense and law and order career were the least preferred choices both for boys and girls. Girl adolescents had more preference to mass media and journalism and art and design than others, while defense and law and order were the most preferred carriers for boys. Preference of adolescents for medical and defense 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.

The career choice that adolescents make is a decision that is influenced not only by their development but also by the context in which they live (Chen 1997). Jamabo (2012) indicated the relevance of gender in emerging career preferences of adolescents as observed here. He further suggested that families, particularly their work patterns and social position, have a profound impact on their children's career interests. According to Obiunu 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. Kunnen (2013) observed that guidance and counseling had significantly increased commitment strength in the vocational and personal domains and in global identity. Carrier path of adolescents is no longer may be singular, linear or necessarily stable (Bakshi 2011), the choice of a career represents a coming of age for youth. 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 families' 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 and education with values of 25.57 and 30.42, 17.81 and 21.19 and 32.88 and 39.1 for boys and girls, respectively. Girls had significantly (P<0.05) higher Chi-square values for tourism and hospitality than boys (19.01 vs 15.98). Earlier stud-

ies have observed relationships between career interests and social class and social influences (Obiunu and Ebinu (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 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 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 preferences.

CONCLUSION

It is concluded from the results of study that irrespective of sex, science and technology and education are the most preferred carriers, while agriculture and defense are the least preferred carriers among adolescents. Sex of adolescents influences the carrier choices and it changes with time.

Table 2: Career choices of girls and boys adolescents of degree colleges

Carriers	1 month			3 months			6 months		
	B	G	Total	B	G	Total	B	G	Total
1. Mass Media and Journalism	9 (6.57)	20(12.27)	29(9.67)	18(13.14)	25(15.34)	43(14.33)	12(8.76)	18(11.04)	30(10.00)
2. Art and Designing	4(2.92)	11(6.75)	15(5.00)	8(13.14)	26(15.95)	34(11.33)	11(8.03)	29(17.79)	40(13.33)
3. Science and Technology	24(17.52)	18(11.04)	42(14.00)	22(16.06)	21(12.88)	43(14.33)	30(21.90)	36(22.09)	66(22.00)
4. Agriculture	3(2.19)	2(1.23)	5(1.67)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)
5. Commerce and Management	18(13.14)	21(12.88)	39(13.00)	15(10.95)	17(10.43)	32(10.67)	18(13.14)	11(6.75)	29(9.67)
6. Medical	19(13.87)	7(4.29)	26(8.67)	11(8.03)	5(3.07)	16(5.33)	8(5.84)	4(2.45)	12(4.00)
7. Defense	16(11.68)	3(1.84)	19(6.33)	18(13.14)	0(0.00)	18(6.00)	16(11.68)	0(0.00)	16(5.33)
8. Tourism and Hospitality Industry	16(11.68)	19(11.66)	35(11.67)	16(11.68)	14(8.59)	30(10.00)	13(9.49)	11(6.75)	24(8.00)
9. Law and Order	12(8.76)	6(3.68)	18(6.00)	12(8.76)	8(4.91)	20(6.67)	8(5.84)	8(4.91)	16(5.33)
10. Education	16(11.68)	56(34.36)	72(24.00)	16(11.68)	48(29.45)	64(21.33)	20(14.60)	47(28.83)	67(22.33)
Total	137(100)	163(100)	300(100)	137(100)	163(100)	300(100)	137(100)	163(100)	300(100)

B: Boys; G: Girls; Figures in parenthesis are in %

Table 3: Association of adolescent's sex with carrier choice

S. No.	Variables	χ^2 calculated	
		Boys	Girls
1	Mass media and journalism	13.24	15.75
2	Artistic and designing	6.85	8.15
3	Science and technology	25.57*	30.42*
4	Agriculture	2.25	2.71
5	Commerce management	17.81*	21.19*
6	Medical	5.48	6.52
7	Defense	8.67	10.32
8	Tourism and hospitality industry	15.98	19.01*
9	Laws and order	8.22	9.78
10	Education	32.88*	39.12*

χ^2 Table values (16.92) * Significant at P<0.05 level

RECOMMENDATIONS

Career programmes should be developed to educate or guide parent and adolescents to make them aware about the new avenues of emerging and untraditional career choices to surmount traditional career choices as per their educational qualification.

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