Abstract
This study explores the effects of “mass media” on students’ career selection. The data were collected through semi-structured interview method by employing Simple Random sampling technique from the sixth semester students of three leading college of New Delhi.

The paper tries to understand importance of mass-media in career selection of Indian college Youth. To achieve the above purposes, focus semi-structure interviews were conducted with college students of University of Delhi. By reporting the findings from an Indian college youth, the paper provides theoretical and practical implications for career development for college going students in India. This study was able to find that media is also playing a significant role in career selection.

Keywords: Mass media, career selection, Indian Youth, Interview.

Introduction
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As we stepped into the modern age, mass communication spread out into all forms of digital and print media like:
- Newspapers
- Public speeches
- Magazines, novels and books
- Television
- Radio
- ICT
- Mobile
- Internet
- Websites
- Employment news

Media and behavior

Media raise concern about behavioral influence of each new media. In the late 1920s an eminent group of social scientists was commissioned in what came to be known as the Payne fund studies to examine film effects on youth. One of the most widely cited volumes in this research was Herbert Bulmer’s (1932) Movie and Conduct. The 12 Payne fund volumes stand as a model of how to study the between behavioral effects of media.

Social Learning

Albert Bandura described and revised social learning theory or observational modeling theory, which is a more powerful theory to account for imitative or observational learning. Bandura argued that actors in the mass media (and he and his colleagues studied primarily film and television programs) are so attractive that audience members want to be like the media actors. Therefore, media characters or models can influence the behavior of audience members simply by existing, because they are so attractive.

Information and communication technology and Career selection

The ICT enabled print, electronic and internet media and social networking sites along with mobile phones and their technological convergence have brought revolutionary changes in the human minds at all levels. Accompanied by the competitive pressures, such a rapidly changing world has not only brought opportunities. Adolescents and the Media” provides a state-of-the-art review of research findings on the influence of such media as TV, movies, video games, print advertising, rock music, and music videos on adolescents. This research concludes with recommended strategies for preventing adverse media effects on youth.
Social Media and Youth

Pen, paper, phone calls, Facebook, twitter and other social networking sites all are communication media can alleviate or intensify the threats of teenager’s life simultaneously and direct and indirect manner.

National Career Service Portal

- India’s largest ICT-based employment Platform
- Links job-seekers, employers, counselors and training providers.
- Information on over 3000 career options from 53 Key industry sectors

On the other hand, parents’ profession and skills, knowledge, socio-economic, educational and cultural backgrounds and their financial and moral support to children are also important factors in career selection (Jodl, et. al, 200; Kracke, 1997; Noreen & Khalid, 2012).

While several studies also indicate that personal interests and choices are very important in the process of decision making of individual’s career selection (Ilgen et al, 2003; Bundura et al., 2001; Angela & Bardick, 2004). In addition, career counseling is also an important factor that helps individuals to choose among diverse nature of profession around globe (Amundson, 1984).

Review of Literature

In a study Yan Yu, Wen Tian, and Vogel, et al (2010) stated that usage of mass media especially mobile and internet for access of social networking is the process not only helps to improve the academic performance of college adolescents, but also improve such aspects that are important in better learning outcomes. Even today social networking plays a vital role for career selection (Mena, Llupia, Alberto, a-Basteiro, Aldea, Sequera, V. G., & Trilla, 2012). From a study on medical students social networking Finn et al., (2010) stated that students currently build their personal and professional identities both on and offline.

Apostol & Näsi (2013) maintain that the young generation is more media prone and the societal dynamics are continuously changing because of the media exposure and people are influenced more from media characters’ occupations. Moreover, Wroblewski & Huston (1987) claim that Television is one of the important sources of occupational information for youth because it regularly portrays work-related activities of fictional characters.

Hoffner, et al. (2006) conducted interview from 132 economically disadvantaged young people and maintained that “the income and education levels of respondents’ dream jobs are positively correlated with the attributes of the TV characters’ jobs.”

Trujillo and Ekdorn (1987) argued that Television plays vital role in teaching us about occupations that are socially valued in America (p. 369).

Jeffries-Fox (1978) conducted interviews from adolescents about their sources of information for six jobs: police, lawyers, judges, doctors, paramedics, and psychiatrists and found that TV was by far the most frequently cited source of information about these jobs, and the students discounted the TV information only when it was directly contradicted by another source, such as personal contact.
Rationale of the Present Study

Our behavior is directed from other behavior and also influence from various factors present in our surroundings.

Now day’s mass-media plays a significant role in various aspects of life, one of the main aspects of life is career selection. Mass-media helps in personal growth, personality growth empowering youth towards finding for better career opportunities.

The main reason of this study is to know the effect of mass-media on college youth because now days youth use more media technologies compare to others age group. Social networking sites like what’s app, facebook, instgram, websites, employment news, news paper (national as well as regional) T.V and others media gadgets is how much helpful in career selection of Indian college youth.

In this regard the present study was planned to know the which type of mass-media play a important in career selection in Indian college youth.

Objectives

- To document and understand the pattern of use and exposure to mass media; (T.V) by youth.
- To see the relationship of media experience, in terms of content, frequency and intensity with role of mass-media.
- To understand the pattern of media usage in different age group of youth.
- To assess the experiences of youth with mass-media.
- To know which type of mass-media play important role in career selection of college youth.
- To see the ranking of most helpful mass-media tools among mass-media.

Sample

N = 200

Age Group 17-23
n1=94

Male n = 65
Female n = 29

Age Group 24-30
n2=106

Male n = 75
Female n = 31

Data Analysis

In the present study, the information related to qualitative measures was collected. Further the qualitative analysis was analyzed using content analysis technique. Focus semi structure interviews was conducted with college students of University of Delhi.
**Result and Interpretation**

### Age wise Distribution

<table>
<thead>
<tr>
<th>Categories</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-23</td>
<td>94</td>
<td>47%</td>
</tr>
<tr>
<td>24-30</td>
<td>106</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

### Gender wise Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>17-23 years</td>
<td>Female</td>
<td>29</td>
<td>30.85%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>65</td>
<td>69.15%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>94</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td>24-30 years</td>
<td>Female</td>
<td>31</td>
<td>29.25%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>75</td>
<td>70.75%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>106</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Female</td>
<td>60</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>140</td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Content Analysis

<table>
<thead>
<tr>
<th>Use of Media</th>
<th>Age Group</th>
<th>Gender</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>17-23 (n=94)</td>
<td>Male</td>
<td>65</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>29</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>24-30 (n=106)</td>
<td>Male</td>
<td>75</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>31</td>
<td>72</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>94</strong></td>
<td><strong>106</strong></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Female</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Male</td>
<td>140</td>
<td>70</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The result of content analysis stated that, there is the 100% availability of mass media with all the participants participated in the present study. The cause might be that, all participants participated in the present study were from the urban and metro city population of Delhi metro, India.

All participants in this study are agree that mass-media helps in career selection. Out of total 65 male participants from the age group of 17-23 years, 50 male participants from this age group were involved more usage of mass media, whereas out of 29 female participants from this group 24 female participants were involved in more time usage of mass media. Out of 75 male participants from the age group of 24-30 years, 35 participants were involved more time in mass media use whereas out of 31 female participants 25 were involved in more time of mass media usage on day to day life during the time of study. In this regard, out of total participants (N=200), 134 participants were used mass media in different form more time.
Further out of 65 male participants from the age group of 17-23 years 63 participants were found role of T.V in career selection whereas 28 out of 29 participants in this age found news role of T.V in career selection. From the age group of 24-30 years of age out of 75 male participants 72 participants responded that they found role of T.V helps in career selection whereas 30 out of 31 participants found T.V helps in career selection. In total out of total participants (N=200), a total of 193 participants informed that T.V plays significant role in career selection.

Further, out of 65 male participants from the age group of 17-23 years, 55 participants were responded that, they were using different Information communication technology like national career service portal used in career selection process whereas only 27 participants out of 29 used ICT for career selection. Similarly out of 75 male participants from the age group of 24-30 years, 67 responded that, they used different type of ICT for career selection purpose and 39 out of 31 female participants in this age group responded that they used ICT for career selection purpose. In this context 179 participants out of (N=200) were using different types of ICT for example national career service portal for career selection purpose.

Out of 65 male participants from the age group of 17-23 years 51 participants were found newspaper helps in career selection whereas 26 out of 29 participants in this age found newspaper helps in career selection. From the age group of 24-30 years of age out of 75 male participants 58 participants responded that they found newspaper helps in career selection whereas 29 out of 31 participants found newspaper helps in career selection. In total out of total participants (N=200), a total of 164 participants informed the positive effects of newspaper in career selection.

Further out of 65 male participants from the age group of 17-23 years of age only 53 participants were used mobile for career selection. Similarly out of 29 female participants from this age group, only 27 participants were also used mobile for career selection purpose. From the age group of 24-30 years of age, out of 75 male participants, 55 participants were involved in usage of mobile for career selection purpose. Similarly from this age group, out of 31 female participants 26 were used mobile for career selection. So as total out of (N=200) participants in the present study, only 161 participants were used mobile for career selection purpose.

Further out of 65 male participants from the age group of 17-23 years, 45 participants were used internet for career selection. Similarly out of 29 female participants from this age group, only 27 participants were also used internet for career selection purpose. From the age group of 24-30 years of age, out of 75 male participants, 57 participants were involved in usage of internet for career selection purpose. Similarly from this age group, out of 31 female participants 23 were used internet for career selection purpose. So as total out of (N=200) participants in the present study, only 161 participants were used internet for career selection purpose.

Further out of 65 male participants from the age group of 17-23 years, 45 participants were found radio programme helps in career selection whereas 26 out of 29 participants in this age found radio helps in career selection. From the age group of 24-30 years of age out of 75 male participants 37 participants responded that they found radio helps in career selection whereas 21 out of 31 participants found radio helps in career selection. In total out of total participants (N=200), a total of 129 participants informed that positive effects of radio programme helps to decide in career selection.
Out of 65 male participants from the age group of 17-23 years, 30 participants were found to be using employment news paper helps in career selection whereas 19 out of 29 participants in this age group were found to use mass media in career selection. From the age group of 24-30 years of age out of 75 male participants 55 participants responded that they found employment news paper helps in career selection whereas 21 out of 31 participants found employment news paper helps in career selection. In total out of total participants (N=200), a total of 125 participants informed the positive effects of employment news paper in career selection.

Further out of 65 male participants from the age group of 17-23 years, 22 participants responded that, they were using mass media for learning purpose whereas only 12 participants stated that they used mass media for learning purpose. Similarly out of 75 male participants, from the age group of 24-30 years, 37 responded that, they used mass media for learning purpose and 9 out of 31 female participants in this age group responded that they used mass media for learning purpose. In this context 80 participants out of (N=200) were using mass media for learning purpose.

In this regards, we have found that following ranking in the context of mass media helps in career selection of college going India youth.

1. T.V
2. ICT
3. News paper
4. Mobile
5. Internet
6. Public speeches
7. Websites
8. Radio
9. Employment news
10. Novels, books and magazine

Summary

Career selection has become more complex in 21st century due to individual's dependence upon mass media that plays a significant role in imparting information to students, parents and shaping personal choices. India's largest ICT-based employment platform, Links job-seekers, employers, counselors and training providers. Information on over 3000 career options from 53 key industry sectors. The debate on the influence of mass-media on the behavior and development of young children. Three widely accepted theories relating to this, the impact of media on young children's behavior and development. Our behavior is directed from other behavior and also influence from various factors present in our surroundings. In the present study, the information related to qualitative measures was collected. Further the qualitative analysis was analyzed using content analysis technique. Focus semi structure interviews was conducted with college students of University of Delhi. The result of content analysis stated that, there is the 100% availability of mass media with all the participants participated in the present study. The cause might be that, all participants participated in the present study were from the urban and metro city population of Delhi metro, India. All participants in this study agree that mass-media helps in career selection. T.V is the most using tools of mass media for career selection in Indian youth.

References


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