

## Career selection in Indian College Youth: Role of Mass-Media



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### Abstract

This study explores the effects of “mass media” on students’ career selection.

The data were collect 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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### Mass-media

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 patents and shaping personal choices.

Media technology has become integral part of children’s lives in the twenty-first century. The world of electronic media is changing with a fast pace. After television it has joined by many other media resources like cell phones, iPods, video games, messaging, social networks sites and e-mail. Television viewing proved as a most time spends activity and influences adolescents and youth. Adolescents in the India watch an average of three to four hours of television every day. At the time when they reach to high school graduation, they generally found to spend more time watching television. While television can entertain, inform, and keep our youth company, it may also help in the selection of career.

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 1920 an eminent group of social scientist 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 model of hoe 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 mobiles 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

## 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, Lluvia, 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.

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. 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).

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.

## Research Methodology

### 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 to 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.

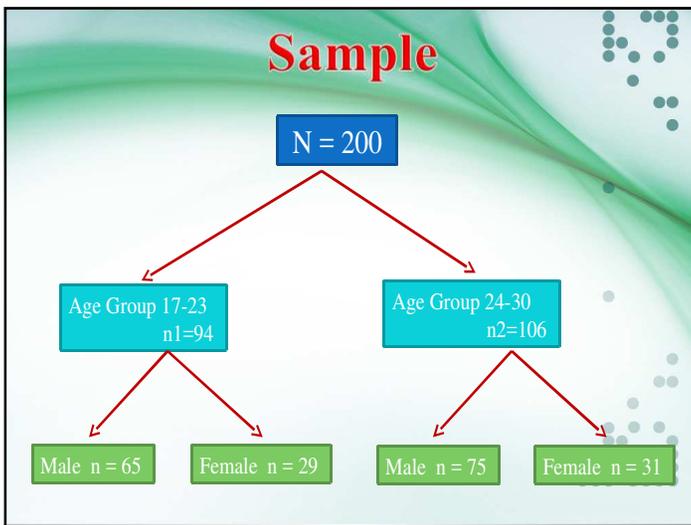
Social networking sites like whats app, facebook, instagram, websites, employment news, news paper (national as well as regional) T.V and others media gadgets is how much helpful in career selection of Indian college youth.

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: (TV) 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



## 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

Categories	Frequencies	Percentage
17-23	94	47%
24-30	106	53%
<b>Total</b>	<b>200</b>	<b>100%</b>

## Gender wise Distribution

Age Group	Gender	Frequencies	Percentage
17-23 years	Female	29	30.85
	Male	65	69.15
	<b>Total</b>	<b>94</b>	<b>100</b>
24-30 years	Female	31	29.25
	Male	75	70.75
	<b>Total</b>	<b>106</b>	<b>100</b>
<b>Total</b>	Female	60	30
	Male	140	70
	<b>Total</b>	<b>200</b>	<b>100</b>

## Content Analysis

S. No	Content	Age Group 17-23 (n1=94)		Age Group 24-30 (n2=106)		Total Frequencies
		Male (n=65)	Female (n=29)	Male (n=75)	Female (n=31)	
1	Availability of Mass Media Gadget at Home	65	29	75	31	200
2	Uses of Mass Media for career selection	65	29	75	31	200
3	More time of Mass Media Use	50	24	35	25	134
4	Role of T.V in career selection	63	28	72	30	193
5	Role of ICT for example (national service career portal etc.) in career selection	55	27	67	30	179
6	Role of news paper in career selection	51	26	58	29	164
7	Role of mobile in career selection	53	27	55	26	161
8	Role of Internet in career selection	54	27	57	23	161
9	Role of public speeches in career selection	45	26	46	29	146
10	Role of websites in career selection	52	23	48	21	144
11	Role of Radio in career selection	45	26	37	21	129
12	Role of employment news in career selection	30	19	55	21	125
13	Role of Novels, magazine and books in Career selection	30	23	42	28	123
14	Uses of Mass Media for Learning purpose	22	12	37	9	80

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 17-13 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 30 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 17-13 years 51 participants were found news paper helps in career selection whereas 26 out of 29 participants in this age found news paper 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 news paper helps in career selection whereas 29 out of 31 participants found news paper helps in career selection. In total out of total participants (N=200), a total of 164 participants informed the positive effects of news paper 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 of age only 54 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 mobile for career selection purpose. Similarly from this age group, out of 31 female participants 23 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 responded that, public speeches helps in career selection whereas only 26 participants out of 29 used public speeches for career selection. Similarly out of 75 male participants from the age group of 24-30 years, 67 responded that, they found that public speeches use for career selection purpose and 30 out of 31 female participants in this age group responded that they used public speech knowledge for career selection purpose. In this context 179 participants out of (N=200) were using public speeches for career selection.

Further, out of 65 male participants from the age group of 17-23 years, 52 participants were responded that, they were using different types of websites used in career selection process whereas only 23 participants out of 29 used websites for career selection. Similarly out of 75 male participants from the age group of 24-30 years, 48 responded that, they used websites for career selection purpose and 21 out of 31 female participants in this age group responded that they used websites for career selection purpose. In this context 144 participants out of (N=200) were using different types of websites for career selection purpose.

Further out of 65 male participants from the age group of 17-13 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 17-13 years 30 participants were found employment news paper helps in career selection whereas 19 out of 29 participants in this age found employment news paper helps 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 employment news paper helps in career selection.

Further out of 65 male participants from the age group of 17-13 years 30 participants were found novel magazine and books helps in career selection whereas 23 out of 29 participants in this age found novel magazine and books helps in career selection. From the age group of 24-30 years of age out of 75 male participants 42 participants responded that they found novel magazine and books helps in career selection whereas 28 out of 31 participants found novel magazine and books helps in career selection. In total out of total participants (N=200), a total of 123 participants informed the positive effects of news paper in career selection.

Further, out of 65 male participants from the age group of 17-23 years, 22 participants were 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.

## 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 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 are agree that mass-media helps in career selection. T.V is the most using tools of mass media for career selection in Indian youth.

## Discussion

It's clear from above that there is all participants participated in the study have used mass media and all participants are agree that all type of mass media helps in career selection.

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

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A portrait of Dr. Sunil Gupta, a man with glasses and a white shirt, looking directly at the camera. The background is a blurred indoor setting with a red wall and a sign that says "CLEAN".

THANK YOU  
FOR  
LISTENING!

A small orange circle located at the bottom right corner of the slide.