

A STUDY ON THE CAREER PREFERENCES OF UNDERGRADUATE VETERINARY STUDENTS IN RELATIONSHIP TO THEIR SEX AND LEVEL OF MASS MEDIA EXPOSURE

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Abstract: An attempt was made in this paper to study the career preferences of undergraduate veterinary students in relation to their sex and level of mass media exposure. The data was collected among randomly selected veterinary students from all the years of study making a sample of 150. Students studying B.V.Sc and A.H from three different colleges were equally distributed among themselves, considering gender as the parameter. For measuring level of mass media exposure a self structured questionnaire was employed. The collected data were then analysed through Mean, Standard Deviation and Spearman's rank correlation. Majority of the student's career preferences were government veterinary doctor followed by assistant professor and research scientist whereas the political career and consultancy service officer in food processing and retail companies were the least preferred ones expressed by them. The findings revealed existence of significant difference between male and female undergraduate students in certain careers. The study further showed significant relationship between level of mass media exposure and some careers of undergraduate veterinary students. The result, in this way will go a long to help parents, teachers, governments, counsellors and media personnel to use their human and material resources in planning and implementing policies to direct students in the path most suitable to them.

Keywords: Career Preference- Sex-level of Mass media exposure - Undergraduate Veterinary Students.

Introduction

Career is a regular occupation or profession in which one is making a living. Career preference is the occupation with the highest positive valence among alternative form of work value. Planning for career is very essential for the peaceful living and quality of life. It provides the basis of the individual's future life, his social recognition and finally contributes in the development of the country through proper utilization of human resources (Pathak and Rahman, 2013). Today there is a debate on the problem of unemployment. Unemployment among new graduates is a phenomenon that is found not only in India but also in other countries of the world. According to Ministry of Labour and Employment, Government of

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India, out of all university graduates only a meagre 13 % are employable (Soni and Rashmi, 2012). Thus in the present context of unemployability, choosing right career intelligently is the vital importance. Career planning is influenced by so many socio-economic and personality factors like sex, family size, education and occupation of parents, social environment and availability of job opportunities. Availability of knowledge of different types/areas of careers is undoubtedly helpful for the students. Because quite often it is seen that most of the students are unknown about certain areas of career. In veterinary profession, there are numerous career choices that would help the veterinarian to execute the duties and responsibilities with good spirit. Lack of clear perception of the realities of a career in veterinary science could adversely affect young graduates' satisfaction with profession and their long term commitment to it (Tomlin *et al.* 2010). The knowledge about the students' future choices would help the academicians to develop suitable curricula.

Significance of the study

The present global economic scenario demands one to be very serious in his/ her career planning. In this age of science and technology one should choose right career in accordance with his/her physical as well as mental abilities, potentialities, interests, aptitudes, cognitive structuring, personality make-up and availability of resources to which he belong. Students of higher education should be competent enough to choose their right career. But unfortunately, it is observed that in spite of the existence of individual differences in diversified, most students are choosing his/her career randomly, unintelligently, without analysing the future orientation, psycho-physical potentialities and at the will of the parents which in turn produce unemployed graduates. Today, most of the students in higher education are facing career related problems in the form of either career indecision or wrong decision. In such a situation, identification of most preferred areas of careers and their determining factors becomes very important that will help the parents, teachers, counsellors and policy makers to take appropriate steps so as to prevent any wastage of resources. Therefore, the present study was entitled as **“A Study on the Career Preferences of Undergraduate Veterinary Students in Relation to their Sex and Level of Mass media Exposure.”**

Objectives of the study

1. To identify and compare the career preferences of male and female undergraduate veterinary students of AP.
2. To examine whether there is a significant relationship between career preferences and level of mass media exposure of undergraduate veterinary students.

Hypotheses

1. Ho-I: There is no significant difference between male and female undergraduate veterinary students in their career preferences.
2. Ho-II: There is no significant correlation between career preferences and level of mass media exposure of undergraduate veterinary students.

Methodology

The three veterinary colleges under the purview of Sri Venkateswara Veterinary University in Andhra Pradesh were purposively selected for the study as the researcher hails from the same state. The data was collected using well structured questionnaire from the students pursuing B.V.Sc and A.H of the three colleges through random sampling leading to the total sample size of 150. Fourteen careers aptly having relevance to veterinary students were considered and the respondents were asked to rank them according to their order of preference. Media Exposure Inventory prepared by the Investigator. (Details are given in Appendix).

Treatment of Data

As the data is mainly based on examining the performances of groups, comparison between groups and relationship between variables, the statistical techniques used for the study were mean, standard deviation and spearman's rank correlation.

Results and discussions

Results are presented and discussed under the following subheads-

Identification of Career preferences of undergraduate veterinary students

Irrespective to the colleges, veterinary students opted for Government veterinary doctor as their first career preference after graduation (Table 1). The reason could be that student during their graduation might think that veterinary science deals only with the treatment of animals, many vacancies of Veterinary Assistant Surgeon posts in the state and security in the government job, further possibility of working in place of their choice, chance to serve the farming community directly and attractive pay/allowances might be the other reasons that would have influenced them. The second preference expressed by them was to enter into academic stream for teaching because of more scope for continuous learning throughout the career. Research scientist was preferred third followed by central government farms, military service and eco jobs. In the present scenario, Research scientist opportunities are more flourished due to less number of candidates preferring them and more opportunities available both at the central and state level which might be the reason to choose by most of the students. The studies of Thilakar *et al.* (2014) and Heath (2008) clearly showed that treatment

of animals was the most preferred career path of veterinary graduates. Whereas the political career and consultancy service officer in food processing and retail companies were the least preferred careers revealed by them. Political career was preferred last as many of the students hailed from middle class families only and their parents do not have any previous political background to be elected as MLA or MP and those who preferred minimum might had hailed from political background.

Comparison of career preferences between male and female undergraduate veterinary students

A minute analysis of the findings reported in the Table 2 showed that male and female undergraduate veterinary students vary in their career preferences. The preferred careers of the male group in the order -Government veterinary doctor, Assistant professor, Managers in milk plants, Research scientist, Military service, Banking sector, Marketing executive, Central government farms, Eco jobs, Administrative services, Private practice, Political career, Extension agent and Consulting service officer in food processing and retail companies.

The order of preference for female group is Assistant professor, Government veterinary doctor, Research scientist, Military service, Central government farms, Eco jobs, Administrative services, Managers in milk plants, Private practice, Banking sector, Marketing executive, Consulting service officer in food processing and retail companies, Extension agent and Political career.

Again Table 2 indicates that the two groups differ significantly with respect to six careers which are Assistant professor, Research scientist, Central government farms, Military service, Eco jobs and Administrative services.

No significant difference was observed between the groups in other eight careers. Thus the first hypotheses "*There is no significant difference between male and female undergraduate veterinary students in their career preferences*" was partly retained at 0.05 level of significance. But the hypotheses was rejected at 0.05 level for the careers-Assistant professor, Research scientist, Central government farms, Military service, Eco jobs and Administrative services.

Relationship between career preferences and level of mass media exposure of undergraduate veterinary students

From the Table 3 it is clear that the second hypotheses "*There is no significant correlation between career preferences and level of mass media exposure of undergraduate veterinary*

students” was rejected at 0.05 level for the careers-Assistant professor, Military service, Managers in milk plants, Administrative services, Private practice. No significant correlation was observed between level of mass media exposure and other nine careers.

Summary

The findings of the present study revealed that majority of the student’s career preferences were Government veterinary doctor followed by Assistant professor and Research scientist whereas the Political career and Consultancy service officer in food processing and retail companies were the least preferred ones expressed by them. The findings revealed existence of significant difference between male and female undergraduate students in certain careers. The study further revealed a concern for the mass media in developing strategies to educate the society in emerging issues and prospects of the outside job and social market, as it is found that level of mass media exposure is significantly correlated with certain careers. The present study will go of a long way in checking the problem of wrong allocation of our time, money and energy.

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Table 1: Mean scores and Ranking order of Career preferences of undergraduate veterinary students

Careers	Mean	Rank
Government veterinary doctor	9.64	I
Assistant professor	8.48	II
Research scientist	8.10	III
Central government farms	7.82	IV
Military service	7.35	V
Eco jobs	6.75	VI
Managers in milk plants	6.23	VII
Administrative services	6.21	VIII
Banking sector	5.86	IX
Private practice	5.54	X
Marketing executive	5.10	XI
Extension agent	4.88	XII
Consulting service officer in food processing and retail companies	3.78	XIII
Political career	2.12	XIV

Table 2: Significance of difference in the mean scores of careers between male and female undergraduate veterinary students

Careers	Male Group (N=75)			Female Group (N=75)			r-value	Level of Significance
	Mean	SD	Rank	Mean	SD	Rank		
Government veterinary doctor	10.40	8.97	I	8.48	5.18	II	0.045	NS
Assistant professor	6.97	5.30	II	9.20	4.12	I	0.117	0.05
Research scientist	6.27	4.34	IV	8.43	4.10	III	0.165	0.05
Central government farms	5.60	4.28	VIII	7.90	4.05	V	0.118	0.05
Military service	6.20	4.35	V	8.32	5.04	IV	0.285	0.05
Eco jobs	5.32	3.92	IX	7.38	3.92	VI	0.247	0.05
Managers in milk plants	6.48	4.98	III	5.92	4.74	VIII	0.038	NS
Administrative services	4.78	4.29	X	6.58	3.61	VII	0.283	0.05
Banking sector	5.75	4.82	VI	4.88	3.53	X	0.005	NS
Private practice	4.58	3.62	XI	5.32	4.52	IX	0.020	NS
Marketing executive	5.68	4.48	VII	4.28	4.17	XI	0.061	NS
Extension agent	3.24	4.02	XIII	3.29	3.02	XIII	0.049	NS
Consulting service officer in food processing and retail companies	2.56	3.04	XIV	3.54	4.12	XII	0.148	NS
Political career	3.40	4.24	XII	2.90	3.29	XIV	0.045	NS

NS: Not significant at 0.05 level

Table 3: Coefficient of correlation between scores on careers of undergraduate veterinary students and level of mass media exposure

Careers	r-value	Level of significance
Government veterinary doctor	0.148	NS
Assistant professor	0.234	0.05
Research scientist	0.165	NS
Central government farms	0.150	NS
Military service	0.367	0.05
Eco jobs	0.153	NS
Managers in milk plants	0.282	0.05
Administrative services	0.367	0.05
Banking sector	0.128	NS
Private practice	0.221	0.05
Marketing executive	0.125	NS
Extension agent	0.195	NS
Consulting service officer in food processing and retail companies	0.026	NS
Political career	0.043	NS

NS: Not significant at 0.05 level

Appendices

Responsive categories and scores assigned to each item used in mass media exposure index

S.No.	Source	Frequency of exposure				
		Daily (4)	Frequently (3)	Occasionally (2)	Rarely (1)	Never (0)
1.	Newspaper					
2.	Magazines					
3.	Radio FM					
4.	Television					
5.	Internet usage					
6.	E- mail					
7.	Messenger					
8.	Facebook					
9.	Whats App					
10.	Hike					
11.	Telegram					
12.	Skype					

The responses on the above 12 items will be arranged on a rating scale. The total score will indicate the overall level of mass media exposure of a respondent.