



ISSN: 2320-8090

Available online at <http://www.journalijcst.com>

International Journal of Current Science and Technology
Vol.4, Issue, 12, pp. 304-305, December, 2016

IJCST

RESEARCH ARTICLE

IMPACT OF MASS MEDIA IN CAREER SELECTION OF UNDERGRADUATE VETERINARY STUDENTS OF ANDHRA PRADESH

Bharadwaja Krishna, M¹ and Sharma, G.R.K²

Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU, Tirupati

ARTICLE INFO

Article History:

Received 19th September, 2016

Received in revised form 8th

October, 2016

Accepted 4th November, 2016

Published online 28th December, 2016

Key words:

Social Media-Mass Media-Under Graduate Veterinary Students-Career.

ABSTRACT

A study was carried out to ascertain the Impact of mass media in career selection of undergraduate veterinary students of Andhra Pradesh. Data was collected through structured questionnaire from randomly selected 150 undergraduate students from the existing three veterinary colleges (50 from each) under Sri Venkateswara Veterinary University. The results revealed that almost cent percent students were using all the traditional mass media channels with very few exceptions like 5.35 per cent and 3.35 percent of respondents were not using radio and magazines as a source of information respectively. Among the different digital social media channels, internet surfing, Gmail and what's app are being used by all the students as a source of information exchange followed by 98.00 per cent using facebook. While more than half (60.00% and 71.35% respectively) respondents were not using Telegram and Skype channel platforms respectively. With regard to the type of media most often used, majority of the students were using whats app, facebook, Gmail and hike and most of the students expressed that mass media usage had a great impact in career selection.

Copyright © 2016 Bharadwaja Krishna, M., and Sharma, G.R.K., This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

Career selection has become more complex in 21st century due to individuals dependence upon mass media that plays a significant role in imparting information to the patents and shaping personal choices. Apostol and Nasi (2013) revealed that young generation is more media prone and the societal dynamics are continuously changing because of media exposure and people are influenced more from media. Mass media is considered as an important medium for innovation. The media does tend to influence a person's career choice. It plays a paramount role in today's society. Used to communicate news and events on a daily basis and is an integral part of modern communication system (Bodo, 2008). Usage of mass media by students has emerged as a vibrant and dynamic component of Higher Education resource material and multimedia information in the country. It provides access to quality education to about 25 percent of the total population of learners in Higher Education sector. From the mass media, many respondents reported positive and/or negative aspects about the work (Levine and Hoffner, 2006). According to Gibson (2004), the media often depict role as essential to success. Understanding and realising the impact of mass media in information delivery, educational technology and various other domains, an attempt has been made to know the impact of mass media in career selection of under graduate students in AP.

*Corresponding author: Bharadwaja Krishna, M

Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU, Tirupati

METHODOLOGY

Three veterinary colleges, constituent institutes of Sri Venkateswara Veterinary University in Andhra Pradesh were purposively selected for the study as the researcher hails from the state. The data was collected through structured questionnaire from the randomly selected veterinary students, 50 each from three colleges thus to form a sample size of 150.

RESULTS AND DISCUSSION

Among the respondents 50.00 per cent were boys and remaining were girls. Majority of them were aged between 19-23 years and were studying their under graduation in three colleges of SVVU. The results depicted in Table-1 revealed that almost cent percent students were using all the traditional mass media channels with very few exceptions like 5.35 per cent and 3.35 percent of respondents were not using radio and magazines as a source of information respectively. It is quite natural that these traditional media being most common, easily accessible and cheapest source of information are being preferred by everyone for gathering the information and being updated while minimal rejection of radio may be due to increased attraction of other media. Among the different digital social media channels, internet surfing, Gmail and what's app are being used by all the students as a source of information exchange followed by 98.00 per cent using Face book. While more than half (60.00% and 71.35% respectively) respondents were not using Telegram and Skype channel platforms respectively. Almost similar results were reported by Mohammad Said Ibrahim Alshuaibi *et al.* (2015). This could be purely due to the easiness and user friendly nature of the digital social media in today's latest communication methods.

With regard to the type of media most used, cent per cent of the students expressed the usage of Whats App, Facebook messenger and Gmail followed by 80 per cent using Hike

5.35 per cent and 3.35 percent of respondents were not using radio and magazines as a source of information respectively.

Table 1 Media usage by undergraduate Veterinary Students

Mass media particulars	Boys (n=75)		Girls (n=75)		Total (N=150)	
	Yes	No	Yes	No	Yes	No
A. Traditional Mass Media Channels						
News Paper	75 (100.00)	0 (0.00)	75 (100.00)	0 (0.00)	150 (100.00)	0 (0.00)
Magazines	75 (100.00)	0 (0.00)	70 (93.40)	5 (6.60)	145 (96.66)	5 (3.33)
Radio/FM	72 (96.00)	3 (4.00)	70 (93.40)	5 (6.60)	142 (94.65)	8 (5.35)
Television	75 (100.00)	0 (0.00)	75 (100.00)	0 (0.00)	150 (100.00)	0 (0.00)
B. Digital Social Media Channels						
Internet surfing	75 (100.00)	0 (0.00)	75 (100.00)	0 (0.00)	150 (100.00)	0 (0.00)
E-Mail	75 (100.00)	0 (0.00)	75 (100.00)	0 (0.00)	150 (100.00)	0 (0.00)
Face book	75 (100.00)	0 (0.00)	72 (96.00)	3 (4.00)	147 (98.00)	3 (2.00)
What's App	75 (100.00)	0 (0.00)	75 (100.00)	0 (0.00)	150 (100.00)	0 (0.00)
Hike	62 (82.60)	13 (17.3)	58 (77.33)	17 (22.60)	120 (80.00)	30 (20.00)
Telegram	35 (46.60)	40 (53.3)	25 (33.30)	50 (66.60)	60 (40.00)	90 (60.00)
Skype	25 (33.30)	50 (66.60)	18 (24.00)	57 (76.00)	43 (28.65)	107 (71.35)

@Figures in the parenthesis indicate percentage

, Telegram (40%), Instagram (32%), Skype (24%), Twitter (20%), Yahoo messenger (16%) and Snap chat (12%) respectively (Table-2).

Table 2 Type of media most often used by undergraduate veterinary students

Media	Respondents (N=150)	
	Number	Percent
Whats App	150	100.00
Facebook messenger	150	100.00
Gmail	150	100.00
Hike	120	80.00
Telegram	60	40.00
Instagram	48	32.00
Skype	36	24.00
Twitter	30	20.00
Yahoo messenger	24	16.00
Snap chat	18	12.00

At the end majority of the students (96.00 per cent) expressed that mass media usage in career selection had a great impact, while 04.00 per cent of the students expressed that it had no impact (Table 3). These results are in line with the findings of King and Multon (1996).

Table 3 Impact of mass media usage in Career selection among under graduate veterinary students

Impact of mass media usage	Respondents (N=150)	
	Number	Percent
Yes, mass media has an impact	144	96.00
No, mass media do not have any impact	6	4.00

Summary

The study among the under graduate veterinary students revealed that almost cent percent students were using all the traditional mass media channels with very few exceptions like

Among the different digital social media channels, internet surfing, Gmail and what's app are being used by all the students as a source of information exchange followed by 98.00 per cent using Face book. While more than half (60.00% and 71.35% respectively) respondents were not using Telegram and Skype channel platforms respectively. With regard to the type of media most often used, majority of the students were using whats app, facebook, Gmail and hike and most of the students expressed that mass media usage had a great impact on career selection. In general we can say the mass media is one of the important factor for appropriate career selection.

References

1. Apostol O, Nasi S. (2013). Firm– employee relationships from a social responsibility perspective: Developments from communist thinking to market ideology in Romania. A mass media story. *Journal of Business Ethics*. 112(4):1-15.
2. Bodo, P. (2008). Mass media communication, education and modernity among the Dimasas of North Cachar Hills in Assam. XXXIV All India Sociological Conference, Indian Sociological Society,
3. Gibson, D.E. (2004). Role models in career development: New directions for theory and research, *Journal of Vocational Behaviour*. 65:134-156.
4. King, M.M, Multon, K.D. (1996). The effects of television role models on the career aspirations of African American junior high school students. *Journal of Career Development*. 23(2):111-125.
5. Mohammad Said Ibrahim Alshuaibi., Ahmad Said Ibrahim Alshuaibi and Faridahwati Mohd. Shamsudin. (2015) Exploring the patterns of social media use among business students in Malaysia. *In Proceedings of the Asia Pacific Conference on Business and Social Sciences 2015*, Kuala Lumpur.