"In your knowledge is like milk, it has a shelf life stamped right on the carton. The shelf life of a degree in engineering is about 3 years, if you are not replacing everything you know by then your career is going to turn sour fast."

Lovis Ross CTO, Ford Motor Co.

Each teenager is an individual with a unique personality and special interests, likes, and dislikes. In general, however, there is a series of developmental tasks that everyone faces during the adolescent years. A teenager's development can be divided into three stages - early, middle, and late adolescence. Early adolescence 12-14 years the main development in this age are struggle with sense of identity, moodiness, improved abilities to use speech to express oneself, more likely to express feelings by action than by words, close friendships gain importance, less attention shown to parents, with occasional rudeness, realization that parents are not perfect; identification of their faults, search for new people to love in addition to parents, tendency to return to childish behavior, peer group influences interests and clothing styles, increasing career interests, mostly interested in present and near future and greater ability to work.

Middle adolescence: 15-16 years, intellectual interests gain importance, some sexual and aggressive energies directed into creative and career interests, greater capacity for setting goals and interest in moral reasoning. Late adolescence: 17-19 years more defined work habits, higher level of concern for the future, thoughts about one's role in life, ability to set goals and follow through, acceptance of social institutions and cultural traditions and self-regulation of self esteem.
Within these constraints, a situational analysis attempted in Kanpur city for adolescents based on a realistic and reliable assessment of the situation with following objectives:

- To find out the profile of respondents.
- To assess the preference of career choice among adolescent boys and girls.
- To compare the career preference among boys and girls.
- To analyze the impact of socio-economic factors on career choice.

Uttar Pradesh was chosen as locale of the study, as UP is a major state of the country. District Kanpur was purposively selected for this study as the research hailed from this place. A list of intermediates and graduates colleges was prepared comprises of 300 girls and 300 boys of these Intermediate and graduate colleges. Out of which 6 Intermediate colleges and 6 graduate colleges were randomly selected. Thus 600 adolescents boys and girls were taken as sample for the study.

**Independent Variables:** Age, Educational Qualification, Sex, Family Occupation, Income.

**Dependent variable:** Career consciousness of adolescents was taken as dependent variable.

**Scale used for data collection :-**

**Career Preference Record:**

This interest record was developed in the year 2001 by Bhargava and Bhargava. The main purpose to develop career preference record was help to make wise choice of career preferences or vocations. Career consciousness of adolescents was taken as dependent variable.
DATA COLLECTION:

Data of 600 samples was collected with the help of scale developed by Bhargava and Bhargava (2000) named Career Preference Record (CPR). The data was collected by meeting and visits to different intermediate and degree colleges personally by the investigator. The statistical techniques for data analysis used in the study are as follows:

1. Percentage
2. Arithmetic Mean
3. X2 Test
4. Correlation Coefficient

RESULTS:

In investigation 47.33% male respondents and 52.66% female respondents were asked on the different criteria and facts related to career preference and social aspect of adolescents and the educational qualification of the respondents were equal i.e. 50 percent of intermediate and graduation.

The family occupation evaluated that of the respondents 23.83 and 23.83 percent were engaged in Business while Service respectively and 18.50 percent were Labour and 17.33 percent were engaged in Agriculture. Only 16.50 percent families were factory employee. This outer area of Kanpur city dominated with middle class people, as data revealed that 46.67 percent of respondents belong to lower income group followed by 33.33 percent and 20.00 percent belonged to middle and high income group, respectively respondent. During investigation it was found that gender and qualification was non-significant. Similar result was observed by Felsman (1996) and Devenis (1995) they suggested that gender was not significant.
Family occupation and their income play an important role for career preference among adolescents like labour and factory worker who earns below Rs. 5000/- per month preferred mostly Commerce & Management, Education and Mass Media & Journalism career. Similar finding reported by Altman (1997) and Reddin (1997) explained that families and the role models and home play an important role in career preference.

Based on a sample of 284 male and 316 female students of inter and graduation almost all the values of coefficient of correlation are significant. It showed the homogeneity of various career, hence ensure high reliability. Tommy and Joe (1998) and Westbrook et. al. (1999) investigated the reliability and validity of a teacher / counselor rating scale of student career choice appropriateness, the evaluation of student ‘s career choice. Result concluded that the evaluation of students career choice should not be used in making selection, placement, and classification decisions, but it may serve other useful purpose. Larson and Jeffrey (1996) reported family dynamics and career decision making (CDM) and the use of family therapy approach in career counseling.

Preference of Career Choice among adolescent boys and girls.

At one month the Education (E) career preferred by 17.83% respondents followed by 14.83, 14.00% preferred Science & Technology (ScT) and Commerce and Management(CM) careers respectively, it is further revealed that after three months career choice remain static in Education (E) as first preference of adolescents (17.50%) followed by Science & Technology (ScT) career (15.50%) and after six month it clearly showed that the Education (E) & Science & Technology (ScT) career
preferred by adolescents as first choice with 21.83% and 21.83% respectively followed by as 14.00%. Artistic & Designing (AD) career.

At beginning of investigation Mass Media & Journalism (MMJ), Medical (M) and Tourism & Hospitality (TH) careers preferred by adolescents almost in equal percent i.e. 11.00, 11.00 and 11.17 respectively, however, after three month Commerce & Management (CM) career preferred as third choice of adolescents of Kanpur (14.00%). Mass Media & Journalism (MMJ), Tourism & Hospitality (TH) and Artistic & Designing (AD) preferred by 12.50, 11.67 and 10.67% respondents, respectively. There was increase in preference of Artistic & Designing (AD) career after three months and Commerce & Management (CM) career preferred by 10% adolescents followed by Tourism & Hospitality (TH) i.e. 9.83%. Mass Media & Journalism (MMJ) career preferred by 8.33% adolescents after six month.

Result of study revealed that Education (E) was the first career preference by adolescents followed by Science & Technology (ScT), Commerce & management (CM), Tourism & Hospitality (TH), Mass Media & Journalism (MMJ), Artistic & Designing (AD) of adolescents of Kanpur city.

Earlier Kiyoshi and Mihaly (1991), and Gail (1993) James (1993), Vondracek et. al. (1995) and Larson and Jeffrey (1996) reported family dynamics and career decision making (CDM) and the use of family therapy approach in career counseling.

**Comparison of the career preference among boys and girls.**

In intermediate girls 24.33% preferred Medical career as followed by 22.67% as Science & Technology. While, 50.33% girls in graduation level preferred Education (E) career followed by 25% as Science & Technology.
In intermediate 31.33% boys preferred Science & Technology (ScT) is 25.33, 17.33% followed by Education (E). However, boys in graduation level preferred science technology and education respectively.

Artistic & Designing (AD) and Education (E) career preferred by 21.33% girls at Inter level followed by Commerce & Management (CM) career by 19.67%. Mass Media & Journalism (MMJ) and Tourism & Hospitality (TH) career preferred by 17 and 16.67% girls respectively. Furthermore, Commerce & Management (CM) and Tourism & Hospitality (TH) career preferred by 23 and 19% boys respectively. Mass Media & Journalism (MMJ) and Artistic & Designing (AD) career preferred by 12.67% boys at Inter level followed by Law & order (LO) career by 8.67%.

Artistic & Designing (AD) and Mass Media & Journalism (MMJ) career preferred by 22% & 21& girls at graduation level followed by Commerce & Management (CM) career by 16.33% and Tourism & Hospitality (TH) career by 14.67% girls. Law & order (LO) and Medical (M) career preferred by 7.33 and 5.33% girls respectively Commerce & Management (CM), Defence (D) and Tourism & Hospitality (TH) career preferred by 17, 16.67 and 15% boys respectively. Mass Media & Journalism (MMJ), Medical and Law & order (LO)) career preferred by 13, 12.67 and 10.67% boys at graduation level followed by Artistic & Designing (AD) career by 7.67%.

Career Choice between Girls and Boys

In intermediate 24.33% girls preferred Medical career followed by as as 22.67%Science & Technology. Artistic & Designing (AD) and Education (E) career preferred by 21.33% girls at Inter level followed by Commerce &
Management (CM) career by 19.67%. However, 31.33% boys preferred Science & Technology (ScT) career followed by 25.33% as Education (E). Commerce & Management (CM) and Tourism & Hospitality (TH) career preferred by 23 and 19% boys respectively.

Girls in graduation level preferred Education (E) career as 50.33% followed by Science & Technology as 25%. However, boys in graduation level preferred Science & Technology (ScT) career as 25.33% followed by Education (E) as 17.33 %. Artistic & Designing (AD) and Mass Media & Journalism (MMJ) career preferred by 22% & 21& girls at graduation level followed by Commerce & Management (CM) career by 16.33% and Tourism & Hospitality (TH) career by 14.67% girls. While, Commerce & Management (CM), Defence (D) and Tourism & Hospitality (TH) career preferred by 17, 16.67 and 15% boys respectively. Law & order (LO) and Medical (M) career preferred by 7.33 and 5.33% girls respectively. However, Mass Media & Journalism (MMJ), Medical and Law & order (LO)) career preferred by 13, 12.67 and 10.67% boys at graduation level followed by Artistic & Designing (AD) career by 7.67%. Agriculture (AG) and Defence (D) career preferred by only 0.67 and 1% respectively by girls at graduation level. While, Agriculture (AG) career preferred by only 1% boys at graduation level.

Related work on Career preference has been reported by Krau (1997), Ganzel (1999), Fred el. al. (1999), Schuessler et. al. (2000), Santos & Coimbra (2000) and Richard et. al. (2001). Result of these studies help in formulation of will policies and programs aimed at promoting positive development among diverse youth. Other similar research done by Jeans et. al. (2005), Lumby (2007), Long et al (2007), Davies and Biesta (2007) and Heike (2007) also supported the present findings.
Mortimer *et. al.* (2002) suggest that social policies may need to be modified to facilitate the young people a quest for vocational identity and work. Adams (2000), Michaelson and Nakamura (2001), Anisha and Luther (2001), Schoon (2001), Schmitt and Vondracek (2002), Jepsen and Dickson (2003), Fried (2003), Anne *et. al.* (2003), Creed *et. al.* (2003), Kerr *et. al.* (2004) Girls significantly increased their seeking information about career and were likely to stay with nontraditional choices. Roberta and Hong (2004), Lannegrand (2004), Busacca (2004) and Susan *et. al.* (2005) indicated that their career counseling had a theoretical foundation, and many of them discussed using both formal and informal assessments as a part of the process. In the majority of cases, the clinicians were sensitive to social-contextual factors and incorporated interventions related to issues of race and ethnicity, gender, and sexual orientation.

**Impact of socio-economic factors on career choice**

The education was significantly associated in career preference by boys and girls with science and technology variables i.e. \( \chi^2 = 25.57^* \) boys and \( \chi^2 = 30.42^* \) girls. Education was also significantly associated with commence & management i.e. \( \chi^2 = 17.81^* \) boys and \( \chi^2 = 21.19^* \) girls. It further revealed that education was significantly associated in career preference by girls with Tourism and Hospitality industry variable \( \chi^2 = 19.01^* \) girls). Data in table no.-17 also reported that education was significantly associated career preference by boys and girls with education variable \( \chi^2 = 32.88^* \) boys) and \( \chi^2 = 39.12^* \) girls).

The education was significantly associated in career preference by boys and girls with mass media and journalism \( \chi^2 = 18.13^* \) boys and \( \chi^2 = 18.87^* \) girls) Science & Technology \( \chi^2 = 23.03^* \) boys and \( \chi^2 = 23.97^* \) girls). Commerce and management variables \( \chi^2 = 22.05^* \), \( \chi^2 = 22.95^* \). Medical \( \chi^2 = 19.6^*, \chi^2 = 20.4^* \) and education \( \chi^2 = 17.15^*, \chi^2 = 17.85^* \).
The education was significantly associated in career preference by both boys & girls with Mass Media & Journalism ($\chi^2=33^*$), Artistic and Designing ($\chi^2=21.5^*$), Science and Technology ($\chi^2=51.5^*$), Commerce and Management ($\chi^2=42^*$), Medical ($\chi^2=26^*$), Tourism and Hospitality ($\chi^2=33.5^*$), and Education ($\chi^2=53.5^*$).