

A Study of Achievement Motive among Rural Youth in Bihar during Globalization

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Abstract

Motivation has positive impact on success in life. It plays an important role in an individual's life, every action that an individual takes has some sort of motive in it, and in other words we can say that motivation is energy which derives an individual to particular goals. Most of the people in India live in village and therefore rural development is important for India particularly in Bihar. Achievement Motive sometimes referred to as need for achievement is an individual's desire to excel in life. In today's competitive world achievement motivation plays an important role particularly among the youth. To sustain in this world of growing economies it is need of the hour our youth would be motivated enough to achieve something in life which will in turn help our country to grow. Present study is initiated to assess the achievement motivation of rural youth of Bihar and also to see the gender difference among them. This study is based on primary as well as secondary data. The data have been analyzed with appropriate qualitative and quantitative tools to reach to conclusion. This study finds the gender difference in achievement motive in rural areas in Bihar.

Key words: Achievement Motive, Rural Bihar, Motivation and needs, Youth etc.

I. Introduction

Motivation plays very crucial role in our life and it determines the success. Most of the people in India live in village and therefore rural development is important for India particularly in Bihar. This is possible with high motivation among youth particular the rural youth who constitute a large portion of society. In the era of globalization, the behavior of Indian youths has been affected by many factors. In daily life, motivation

word is used frequently to refer why a person is doing something. Motivation is the force which derives one person to act in a particular way. Whenever a need arises it gives rise to motive, this motive derives an individual's behaviour towards a particular goal. Individual strives to get to that particular goal in order to maintain the state of homeostasis. Achievement motivation is need which is based on the individuals desire to excel in particular task. Achievement motivation is an acquired tendency which can be increased tremendously by certain interventions.

II. Literature Review

Achievement motivation is extensively studied by Davis Clarence McClelland an American Psychologist. Achievement motivation can affect a person's approach towards the task given to them and a desire to become competent is increased (Harackwicz, Baron, Carter, Lehto and Elliot, 1997). Achievement Motive is one of the extensively studied arena in the present scenario. As stated above there is a need of fostering Achievement Motivation in individuals right from the onset of school years as achievement motivation is an acquired tendency which can be enhanced right from the early school years a number of activities have been outline by (Brier, 2006). In Bihar, it becomes a necessity to assess the achievement motivation of the students so that early interventions can be planned. It has been studied the impact of intervention on achievement motivation and found a significant increase in the level of achievement motivation post interventions. An increase in Achievement motivation is also responsible for a desire to increase ones competence for doing the task perfectly and with more dedication. Number of studies have revealed that increased achievement motivation have a positive impact on academic achievement, self efficacy and over all subjective well being. Salili (1996) investigated the gender differences in achievement motivation. The study were conducted on British high school and Chinese students, Results revealed that female subjects of both the cultures had higher scores than the females. Past studies have observed that achievement motivation is very important factor in determining the life of an individual.

Motivated behaviors are energetic, oriented and permanent. To lead a successful life one has to be on the higher side of achievement motivation. As the scenario of the

current world is changing day by day giving rise to competition among the youth to excel in life. If in a given country the students in schools or universities have concern for excellence, that country will show a considerable amount of progress (McClelland) thus it is pretty evident here motivated youth is asset of the country also. Today one has to be competent enough to succeed and for doing so one has to be motivated enough to work hard. This study focuses on rural areas in Bihar with special reference to youth population because youth are the future of nation. The development of a country depends on youth and most of the youth live in villages. Therefore, this study has been based on youth in rural Bihar.

III. Objectives of the Study

- To assess the achievement motive of undergraduate students of rural areas in Bihar
- To assess the gender difference in the levels of achievement motivation of the students of rural areas in Bihar

IV. Methodology of the Study

This study is based on primary data as well as secondary data. A total number of 100 students from different colleges of rural areas of Bihar have been participated in the study. Out of these 100 students 50 were girls and 50 were boys. All the participants taken were in the age group of 18-21 and from the all the years of UG Courses. The sample for the present study is based on judgment sampling. Semi structured Performa was used to collect demographic information regarding age, sex, education, area and class etc. Achievement Motivation (n-Ach) Scale: Deo-Mohan achievement motivation scale (1985) was used to measure the achievement motivation of the participants. The scale has been constructed by Prof. Pratibha Deo and Dr. Asha Mohan in 1985; versions in both Hindi and English are available. English form of achievement motivation was used in the present study. The scale consists of 50 items representing the distribution as Academic motivation and challenges, need for achievement and its anxiety, importance of grades and meaningfulness of the task, attitude towards education and teachers, future goals and work methods, interests, interpersonal relationship and sports etc.

Scoring is very easy there are 37 items which are positive and carries the weights of 4, 3, 2, 1, 0 for the categories always, sometimes, rarely and never. 13 items are negative and are to be scored as 1, 0, 2, 3, 4 for the same categories. The scores theoretically range between 0-200. The scale has test-retest reliability and split half reliability of .56 and item validity .54.

Mean, Standard Deviation and tabular presentation of data have been applied for statistical analysis of data. Moreover, hypothesis testing has been applied for the study of impact in the research area. This study is confined to rural Bihar only, sample size can be high and more and more studies should be done in rural areas as it is easy to reach urban population but we cannot afford to leave rural population as most part of India is residing in rural areas.

V. Results and Discussion

Table 1: Distribution of Youth Respondents based on gender in Rural Bihar

S.NO.	Gender	No.of Respondents (N=100)	Percentage
1	Male	50	50%
2	Female	50	50%
3	Total	100	100%

Table 2: Table for the significance of difference in means of males and females on achievement motivation

Categories	N	Mean	S.D	T-Test	Significant at
Male	50	135.64	3.2	16.25	0.05
Female	50	142.36	16.25		0.01

Table 2 shows the mean and SD of males is 135.64 and 3.2 whereas the mean and SD for females is 142.36 and 16.5 respectively. It indicates that males and females in rural areas differ significantly on achievement motivation. Females have higher achievement motivation than males.

Table 3: Showing overall achievement motivation

Profile	Level	Percentage
Overall Motivation	Low Motivation	28%
	Average Motivation	68%
	High Motivation	7%
	Total	100 %

Result reveals that there is a significant difference between the achievement motivation of boys and girls. Girls are more motivated than boys, which is good as far as the rural India is concerned, many studies have been done on this topic and literature review of these studies also reveals the fact that girls want to excel. The only area of concern is that most of the participants participated in the study are in average level of motivation only 4 participant is highly motivated and there are many participants which are below average or at the bottom of the parameters used.

VI. Concluding Remarks

In today's competitive world achievement motivation plays an important role particularly among the youth. To sustain in this world of growing economies it is need of the hour our youth would be motivated enough to achieve something in life which will in turn help our country to grow. Result reveals that there is a significant difference between the achievement motivation of boys and girls. Girls are more motivated than boys, which is good as far as the rural India is concerned, many studies

have been done on this topic and literature review of these studies also reveals the fact that girls want to excel. Steps should be taken to improve the achievement motivation level of young people, especially living in the rural areas in Bihar. It is necessary to make them aware of the opportunities and the necessary skills which are useful to make their life worth.

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