



Achievement Motivation among Adolescents. A study on Undergraduate Students of Rural Areas of Kathua District of Jammu and Kashmir

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ABSTRACT

Motivation plays an important role in an individual's life, every action that an individual takes has some sort of motive in it, in other words we can say that motivation is energy which derives an individual to particular goals. Achievement Motivation 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 Kathua District in Jammu and Kashmir and also to see the gender difference among them. Data comprises of 100 participants (50 girls and 50 boys), Tool used to assess the above variable is a 50 items Achievement Motivation scale developed by Prof. Pratibha Deo and Dr. Asha Mohan.

Key words: Achievement motivation, economies, motives, motivation and needs.

1. INTRODUCTION

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. 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)[1]. Achievement Motivation is one of the extensively studied area in the present scenario. As stated above there is a need of fostering Achievement Motivation in individuals right from th e



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)[2]. In Jammu and Kashmir a large proportion of colleges are established in rural areas it becomes a necessity to assess achievement motivation of the students to let them be in pace with that of the students from urban areas. It becomes a necessity to assess the achievement motivation of the students so that early interventions can be planned. (Vandana Jain, 2015)[3] 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. (Spinath, Spinath, Harlaar &Plomin, 2006)[4] in there study state that achievement motivation is a pre requisite for success, not only in academic field, but also in sports and job related situations. In Kathua district of Jammu and Kashmir there are a total of 7 colleges out of which 5 colleges are in rural tehsil which serves students majority of whom are from far flung areas, lacking so many facilities which are there for offering in cities. Most of these students have done there schoolings from their native places where infrastructure is weak as compared to urban areas of the state, These students are in need of immediate action as these are the ones who are more likely to drop out of college due to lack of achievement motivation. Gender difference is also a concern in this regards as there are less girls enrolled in colleges in these areas as compared to boys .

Pany (2014)[5] revealed that there is a significant difference in level of achievement motivation between girls and boys.

Shekhar & devi (2012)[6] studied achievement motivation in college students and found that boys and girl are significantly different on levels of achievement motivation. Girls are more motivated than boys.

Salili (1996) [7]investigated the gender differences in achievement motivation.The study was conducted on British high school and Chinese students, Results revealed that female subjects of both the cultures had higher scores than the females.

Khan, Haider & Ahmed (2011)[8] investigated gender differences among the badminton players who participated in an interuniversity tournament at Aligarh Muslim University, A total of 30 players were selected and the researchers found that the score of the female athletes are higher than that of male athletes.

Gurgova (2016) [9]performed a research on 213 university students out of which 102 are women and 111 are men, she found that females are less motivated than males.

Achievement motivation is very important factor in determining the life of an individual. Motivated behaviours 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) [10] 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. After serving in colleges of rural areas of Kathua district for more than 3 years, I was tempted to assess the achievement motivation of undergraduate students of this area as I was well aware of so many conditions and background from where these students come.

2. OBJECTIVES

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

3. METHODOLOGY

3.1 Participants

A total number of 100 students from different colleges of rural areas of Kathua district of Jammu and Kashmir 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 all the semesters of B.A/B.Sc. Course. The sample for the present study is taken from 3 colleges of Kathua District of Jammu and Kashmir all the said colleges are in rural Tehsils of the District.

3.2 Tools

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.

4 ANALYSIS AND INTERPRETATION

TABLE 1: Distribution of Respondents based on gender

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

CATEORY	N	MEAN	S.D	T-TEST	Significance at
MALE	50	135.64	3.2	16.25	0.05
FEMALE	50	142.36	16.25		0.01

Table 1 shows the mean and SD of males is 135.64 and 3.2 where as 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	LABELS	PRERCENTAE
	LOW MOTIVATION	31%



OVERALL MOTIVATION	AVERAGE MOTIVATION	68%
	HIGH MOTIVATION	1%
	TOTAL	100%

5. Results and discussions

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 1 participant is highly motivated and there are many participants which are below average or at the bottom of the parameters used.

6. LIMITATIONS

This study is confined to a district 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 left rural population as most part of India is residing in rural areas. More empirical study is needed with in depth approach.

7. SUGGESTIONS

Steps should be taken to improve the achievement motivation level of young people, especially living in the rural areas as, It is necessary to make them aware of the opportunities and the necessary skills which are useful to make their life worth. As discussed earlier achievement motivation is an acquired skill, we should concentrate on increasing the same with the help of various interventions.

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