

Comparison of PVQ between Extrovert Rural and Urban Females

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ABSTRACT

The objective of the present study was to compare the personal values between extrovert rural and extrovert urban females. PVQ is taken as a set of dependent variable whereas extrovert traits of personality and rural and urban fields are taken as set of independent variables. It was hypothesized that females of urban and rural area will differ on their mean for value pattern. This assumption is based on findings of Bhatia et al. (2007) and Devi and Vig. (2014). A sample of 360 females from urban area and females of similar number from rural area were selected with the help of random sampling technique. Results indicate that urban females (extrovert) do not believe in social inequality, however, rural adolescents gave more value to family prestige than urban adolescents. Rural adolescents believed in maintenance of purity of family blood by avoiding inter-caste marriages.

Keywords: *Personal Values, Personality, Extrovert, Introvert*

Values are meaningful beliefs. Personal Values are people's internal conception of what is right, beneficial, important and useful. They are important because they reflect in the way one lives, work and function. They help individual determine his priorities and evaluate their achievements or failure. Values are like rails that keep a train on the track and help it move smoothly, quickly and with direction. It brings quality to life. Generally, whatever helps one in achievement of the desired result or satisfy his or her desire and needs, is considered as value.

Values are necessary for satisfying our own needs. One has various needs like financial, security emotional, have etc. Luckily, each has their own ways to fulfill those needs. Values help one to achieve them based on which need is important to him at that time personal values may guide individual to believe that he can find food by stealing. As a result, he steals or cheats to obtain money to buy food. Instead, one might believe that stealing is wrong, and that food should be bought from money he earns. Values help you establish what is important in your life. Without knowing values, one will have a difficult time understanding what is of more importance to him.

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He may often overlook aspects that are really important because of unaware of these values. Value may help to realize, would be happier doing a job that allowed being innovative and nourished one's passion. Realizing that value integrity may help to realize that one's current partner may not be the best fit due to an unhealthy acceptance of dishonesty and failure to show many acts of honesty in the relationship.

Kukreti (2005) probed into the value pattern of competent and incompetent teachers of secondary schools of Rajasthan. Random sampling technique was employed. He discovered that competent teachers scored higher on knowledge, creative and humanistic values and less on economic and political values. Subject of the groups were similar on their religious, social and aesthetic values as these values may not be considered as determinants of effective teaching. *Bajwa (2007)* reported that teachers who are in possession of aesthetic, social, democratic, knowledge and health values have sound mental health whereas on the contradictory those equipped with high economic, power and family prestige values have poor mental health. Thus right may of Teacher's Personal Values helped them to improve their will being. *Verma and Bawane (2011)* revealed through their findings that very high preferences for aesthetic and hedonistic values have been shown by college students. Average inclination was noticed towards religious, and family prestige values, whereas, lower were seen for democratic, knowledge, and health values and the lowest for social value. They also revealed that the college students have shown very high preferences for economic, and power values, and high preferences for aesthetic, and hedonistic values. Average inclination was noticed towards and family prestige value and religious value lower were seen for democratic, knowledge and health values and the lowest for social value.

Devi and Vig (2014) revealed that significantly higher proportion of urban adolescents were found on the dimensions of 'Hedonistic', 'Democratic' and 'Religious' values whereas rural adolescents were observed significantly higher on the factors of 'Family prestige'. Urban adolescents were found to have more faith in God, they believed in individuality and were against any kind of discrimination on the basis of caste, race and sex and family status. Urban Subjects did not believe in social inequality, however, rural adolescents gave more value to family prestige than urban adolescents. Rural adolescents believed in maintenance of purity by avoiding inter-caste marriages. Urban boys gave more value to power leadership and desired to rule or lead others and preferred that job where he/she could get opportunity to exercise of dominance over others.

Need and Significance

Women have been an ignored section of the Indian Society so not many studies have been conducted on such topics therefore not much of related literature was found. This study is very significant as it useful in developing clarity about various value aspects of women from rural and urban sectors. It will be helpful in construction of knowledge and also provide an insight on the

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topic. The results of this study will be useful in giving a concrete direction for development of various sectors of the Indian Society.

Objective

The objective of the present study was to compare the personal values between extrovert rural and extrovert urban females.

Hypothesis

It was hypothesized that females of urban and rural area will differ on their mean for value pattern. This assumption is based on findings of *Bhatia et al. (2007)* as well as *Devi & Vig. (2014)*.

METHODOLOGY

Research Design

This study is a field experiment study in which the control is used up to that limit where the naturalness of the field should not be disturbed. PVQ is taken as a set of dependent variable whereas extrovert traits of personality and rural and urban fields are taken as set of independent variables. To control external variables only female subjects were taken of same socio-economic status and with a range in between 30-40 years of age.

Sample

The purpose of present research is to investigate values among extrovert females of rural and urban areas with the help of random sampling technique, a sample of 360 females from urban area and females of similar number from rural area were selected. After screening on extrovert test finally 100 subjects from each region were selected. Prior to the selection the purpose of the research was explained to each subject and after taken their willingness the PVQ was administered.

Tool

In the present investigation for the measurement of different personal values, Personal Values Questionnaire the varieties of human values are innumerable. It is, therefore, a fond hope and surveys the entire spectrum of values. Some eclectic approach was needed to delimit the scope of values to be measured by means of this tool. It was decided that literature on values was the universe from which the samples of values could be conveniently selected. One criterion for their selection was their frequent mention in the literature. Another criterion was their relevance to the indigenous social milieu. Under their two considerations, the following ten values were selected for assessment. The following are different values which this questionnaire measures Religious value, Social values, Democratic value, Democratic value Aesthetic value, economic value knowledge value hedonistic value, power value family prestige value health value.

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The items were selected if their popularity value was found to lie between .200 and .800 and also if it correlated significantly with the total score i.e. Tri-serial value exceeded 180 ($p < .01$). On the bases of these two criteria 40 questions have 120 (40x3) items were selected. It may be mentioned here that a question was rejected even when a single item under it was found unsatisfactory. Thus the final draft contains 40 statements. Each value has an equal number of items and there are 12 items for each value. The responses are to be scored 2 for a tick mark showing the most preferred value under the stem. 0 for a cross showing the least preferred value under the stem and 1 for the blank or unmarked item showing the intermediate preference for the value.

RESULT

The following table is representing Mean, S.D. & “t” value on PVQ for both the group i.e. female urban and female rural area.

Values	Groups	Mean	S.D.	“t” value
Religious	Rural	14.32	2.22	5.21**
	Urban	12.35	3.05	
Social	Rural	14.30	2.07	5.63**
	Urban	12.33	2.82	
Democratic	Rural	12.12	3.11	0.21 ^{NS}
	Urban	12.21	3.02	
Aesthetic	Rural	8.98	3.12	2.01*
	Urban	7.98	3.87	
Economy	Rural	9.17	1.52	2.85**
	Urban	10.27	3.51	
Knowledge	Rural	14.12	2.14	0.73 ^{NS}
	Urban	13.9	2.14	
Hedonistic	Rural	10.59	2.65	2.22*
	Urban	9.59	3.65	
Power	Rural	13.62	4.52	10.02**
	Urban	8.15	3.062	
Family	Rural	14.15	3.06	1.37 ^{NS}
	Urban	13.66	1.83	
Health	Rural	14.53	2.17	6.52**
	Urban	12.53	2.17	

* $p < .05$, ** $p < .01$, NS- Not significant.

Interpretation

On Religious Sub scale of PVQ a mean score of 14.32 and S.D of 2.22 is obtained by rural female extrovert group of subjects whereas a mean score of 12.35 and S.D of 3.05` is obtained by urban female extrovert group of subjects. Significant difference between the means of both the groups i.e. ‘t’ is 5.21($P < .01$). The rural and urban field does have an impact on the religious values of subjects from both the groups. It shows that group of rural extrovert females have more

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religious values, they have faith in god and act accordance to the ethical codes prescribed in text than the urban extrovert females. On Social Sub scale of PVQ a mean score of 14.30 and S.D of 2.07 is obtained by rural female extrovert group of subjects whereas a mean score of 12.33 and S.D of 2.82 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 5.63($p < .01$). The extrovert trait of the personality does have an impact on the Social values of subjects from both the groups. The rural female extrovert group of subjects believes more in charity, kindness, love and sympathy as compared to their urban counterparts. On Democratic Sub scale of PVQ a mean score of 12.12 and S.D of 3.11 is obtained by rural female extrovert group of subjects whereas a mean score of 12.21 and S.D of 3.02 is obtained by urban female extrovert group of subjects. Difference between the mean of both the groups i.e. 't' is 0.21 which is non-significant. The rural and urban field does not have an impact on the Democratic values of subjects from both the groups. This means both group of subjects believe in equality, and follow rules and regulations. On Aesthetic Sub scale of PVQ a mean score of 8.98 and S.D of 3.12 is obtained by rural female extrovert group of subjects whereas a mean score of 7.98 and S.D of 3.87 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 2.01($p < .05$). The rural and urban field does have an impact on the Aesthetic values of subjects from both the groups. This means that the rural extrovert females appreciate beauty, form perception, music, dance, literature, etc. more than the urban female extrovert group of subjects. On Economic Sub scale of PVQ a mean score of 9.17 and S.D of 1.52 is obtained by rural female extrovert group of subjects whereas a mean score of 10.27 and S.D of 3.512 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 2.85($p < .01$). The rural and urban field does have an impact on the Economic values of subjects from both the groups. This means that the urban female extroverts have strong desire for money and materialistic gains as compared to their rural counterparts. On Knowledge Sub scale of PVQ a mean score of 14.12 and S.D of 2.14 is obtained by rural female extrovert group of subjects whereas a mean score of 13.9 and S.D of 2.14 is obtained by urban female extrovert group of subjects. Mean difference between the both groups i.e. 't' is 0.726 which is non-significant. The rural and urban field does not have an impact on the knowledge values of subjects from both the groups. It shows that subjects of both groups love to learn, explore and discover new facts and information. On Hedonistic Sub scale of PVQ a mean score of 10.59 and S.D of 2.65 is obtained by rural female extrovert group of subjects whereas a mean score of 9.59 and S.D of 3.65 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 2.22($P < .05$). The extrovert and introvert trait of the personality does have an impact on the hedonistic values of subjects from both the groups. This means that the rural female extroverts have a stronger conception of the desirability of loving pleasure and avoiding pain than the urban female extroverts. On Power Sub scale of PVQ a mean score of 13.62 and S.D of 4.52 is obtained by rural female extrovert group of subjects whereas a mean score of 8.15 and S.D of 3.06 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 10.02 ($P < .01$). The

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rural and urban field does have an impact on the power values of subjects from both the groups. This means the rural female introvert group of subjects has more desirability for ruling or leading others than the urban female extrovert group of subjects. On Family Sub scale of PVQ a mean score of 14.15 and S.D of 3.06 is obtained by rural female extrovert group of subjects whereas a mean score of 13.66 and S.D of 1.83 is obtained by urban female extrovert group of subjects. Difference between the mean of both the groups i.e. 't' is 1.37 which is non-significant. This means that the rural and urban fields of subjects do not have an impact on the family sub-scale of both groups. The subjects of both groups have strong desirability for family status and prestige. On **Health Sub scale of PVQ** a mean score of 14.53 and S.D of 2.17 is obtained by rural female extrovert group of subjects whereas a mean score of 12.53 and S.D of 2.18 is obtained by urban female extrovert group of subjects. Significant difference between the mean of both the groups i.e. 't' is 6.52($p < 0.1$). The rural and urban field does have an impact on the health values of subjects from both the groups. It shows that the rural female extrovert group of subjects has more consideration for keeping the body in a fit state for carrying out one's duties and functions than their urban counterparts.

Above results are in the line of *Ahmed (2003)* who focused on comparative study on values among Science and Arts students at senior secondary level. He concluded that there was no significant difference between the students of Science and Arts on all the ten values. However, mean score of science students was more on social, democratic, knowledge and power values whereas, mean score of Arts students, was more on aesthetic, economic, hedonistic and religious values. The mean score of both the groups was the same on family prestige value. Though conclusion of *Ahmed (2003)* is very close to present finding accept few values. Another study by *Bar and Gurmit Singh (2004)* reported that female teacher - trainees had significantly high Aesthetic value, whereas male teacher trainees had significantly high hedonistic and power value. Urban teacher trainees had significantly high economic values, whereas rural teacher trainees had significantly high family prestige value. These findings are also supported by present value pattern on urban & rural extrovert females. *Kukreti (2005)* discovered that competent teachers scored high on humanistic, creative and knowledge values and lower on political and economic values. Both the groups were similar on religious, social and aesthetic values as these values may not be considered as determinants of effective teaching. *Bhatia, Bhasin and et al. (2007)* studies the relation of gender on personal values in adolescents. The results did not show any differences between male and female students on any of these values. This shows that no gender difference exists in ethical beliefs and both male and female use almost similar processes for evaluation of ethical situations. *Verma and Bawane (2011)* revealed through their findings that the college students showed very high preferences for hedonistic and aesthetic values. Average inclination was noticed towards family and religious prestige values, lower were seen for health, knowledge and democratic values and lowest for social value. These findings are also in collaboration with present research. Study of *Nidhi and Jyoti (2011)* also supported by present analysis where they average inclination was noticed towards religious, and

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family prestige values, lower were seen for health, knowledge and democratic values and lowest for social value. *Devi and Vig (2014)* revealed that significantly higher proportion of urban adolescents were found on the dimensions of 'Democratic', 'Hedonistic' and 'Religious' values whereas rural adolescents were observed significantly higher on the dimensions of Family prestige. Urban adolescents were found to have more faith in God; they believed in individuality and were against any kind of discrimination on the basis of family, caste, race and sex status.

CONCLUSION

Present analysis indicates that urban females (extrovert) do not believe in social inequality, however, rural adolescents gave more value to family prestige than urban adolescents. Rural adolescents believed in maintenance of purity of family blood by avoiding inter-caste marriages. Urban boys gave more value to power and desired to rule or lead others and preferred a job where they could get opportunity to exercise authority over others. Hence it can be said that the hypothesis of present research is partially confirmed.

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Conflict of Interests

The author declared no conflict of interests.

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