

Career Oriented Information: Analysis of Articles Published in Employment News during 2016-2017

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Abstract

The choice of profession and making the career after college education or technical education is a tough job. It is but natural that there should be some guidelines or the articles which should guide the coming generation in choosing their profession. Employment News regularly publishes career related articles in its various issues for the aspirants. This paper attempts to analyze and present the trends of the professions prevalent in the present days for the aspirants in ascertaining their future.

Keywords: Employment News; Career; Career Related Information; Profession.

Introduction

Employment News is a newspaper that is published weekly on each Saturday by Ministry of Information and Broadcasting, Government of India. It was launched in 1976 with a view to provide information on employment opportunities to the unemployed and under employed youth of the country. It is published in three languages, as *Employment News* in English, and *Rozgar Samachar* in Hindi and Urdu languages. Its circulation is nearly 3 lakhs per week.

Employment News is providing information related to job vacancies, job oriented training programmes, admission notices related to job oriented exams and results of recruitment exams in respect of: ministries/ departments/ offices/ organizations/ autonomous bodies/ societies/ PSUs of the central government, state government and UT Administrations; nationalized banks/RRBs/UPSC/SSC/constitutional and statutory

bodies; and central/state governments universities/ colleges/ institutes recognized by the UGC/AICTE.

It also provides editorial contents on socio-economic issues and career guidance that helps youth in broadening their horizons. Thus, the newspaper is serving as a guide to the youth, especially those in rural areas, by helping them to gain an understanding of job market so that the young people could make an informed decision about their careers (<http://employmentnews.gov.in/newemp/AboutUs.aspx>).

Earlier Studies

A careful analysis of the previous studies reveals that a plenty of researches have been carried out in the field of bibliometrics, for example, by Dhiman (2000) on bibliometry of *Ethnobotany journal*; by Sinha and Dhiman (2001) on the research articles published in Indian and Foreign journals by Dr. R.C. Sinha; by Dhiman and Rani (2005) on bibliometric study of *Journal of Indian Botanical Society*, 1997-2001 and Dhiman (2015) on ethnobotanical literature. But it is observed that only a few studies have been carried out highlighting the bibliometric analysis of employment related fields.

Jeevan (2003) has analyzed the printed weekly issues of 'Employment News' from the year 1998-2001 to assess the job opportunities in the library

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and information science profession. He has studied the major employers - the central/state governments and/or its allied institutions and the private sector; nature of job whether it is permanent, deputation or temporary; reservation trends; state in which the job is advertised; essential (academic as well as professional) and desirable qualifications; prior experience; and the prominent employers and categories of jobs. The results of the study reflect the significant trends from a major stream for professional employment, the central government and its autonomous and research institutions.

Sinha and Pandey (2014) also have conducted a study on the status of job opportunities and employment for library and information science professionals in India by analyzing the data collected from the print version of Employment News and the LIS Job Portals, mainly the LIS Link available on <http://www.lislinks.com> for the year 2011. The study suggest that more posts for teaching positions should be created so that fresh NET and Ph.D. degree holders may get job for teaching or research. It is also observed that the number of vacancies for JRF/SRF have not been published during the year 2011 so more number of projects should be given to universities to engage fresh JRF/SRF/RA for research in the area of library and information science.

Methodology

Fifty three issues from 30 July – 5 August 2016 to 29 July–4 August 2017 of print version of Employment News were scanned for analyzing career oriented information published in these issues. It is seen that all issues publishes career oriented articles but some of them are related to the preparation

of examinations etc. and rest pertains to purely career oriented information.

Thus, the various issues of Employment News were scanned for following objectives:

- To know the frequency of career oriented articles published in Employment News.
- To know the subject field of career oriented articles published in Employment News.
- To know the authorship pattern of the authors contributing career oriented articles in Employment News.
- To know the popular authors contributing career oriented articles in Employment News.
- To know the male – female ratio of the authors contributing career oriented articles in Employment News.

Data Tabulation and Analysis

Data were collected from the issues of Employment News for the duration of 30 July – 5 August 2016 to 29 July – 4 August 2017. Out of total 53 articles published, 32 articles pertaining purely to career oriented articles, were selected, tabulated and analyzed from different angles to verify the objectives framed in methodology for this study.

Career Oriented Articles versus Other Articles

Table 1 depicts that total 53 articles were published for career related information in various issues of Employment News during 2016-2017. It is also clear that 32 articles which constitute to 60.375% among the total contribution were directly related to career oriented information while rest were related to allied fields like the preparation of civil

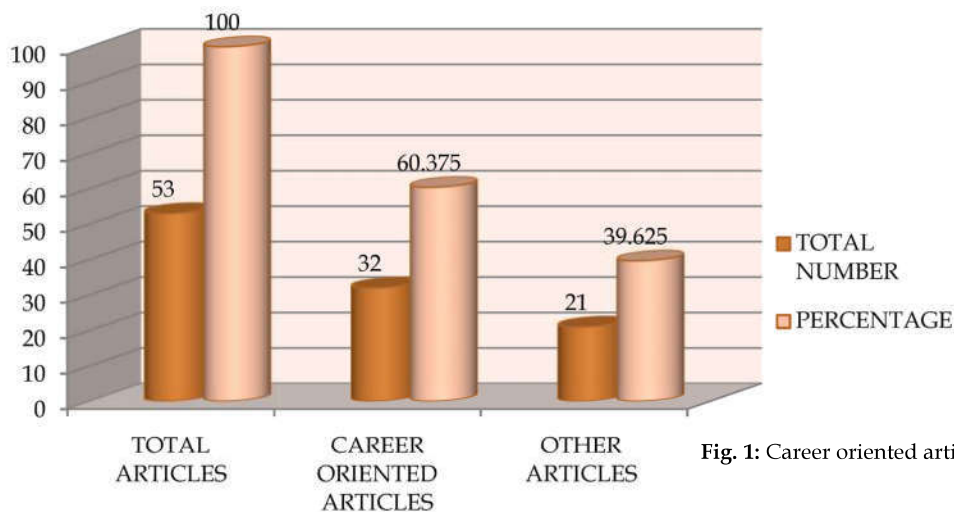


Fig. 1: Career oriented articles versus other articles

Table 1: Career Oriented Articles versus Other Articles

S.N.	Total Articles	Career Oriented Articles	Percentage of Career Oriented Articles	Other Articles	Percentage of Other Articles
1.	53	32	60.375%	-	-
2.	53	-	-	21	39.625%

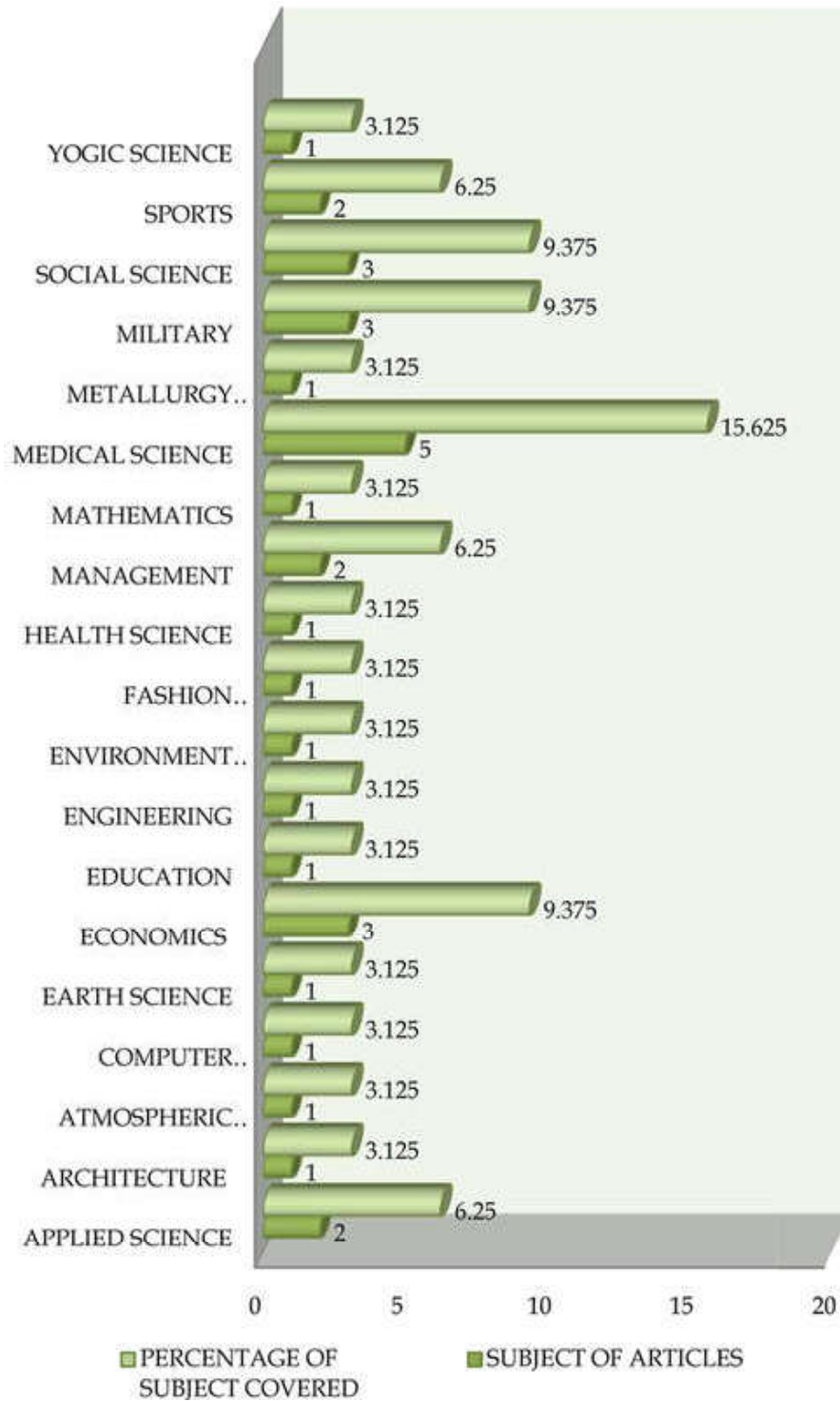


Fig. 2: Subject of the Career Oriented Articles

Table 2: Subject of the Career Oriented Articles

S. N.	Career Oriented Articles	Subject of Articles	Total Number of Articles in a Subject	Percentage of Subject Covered
1.	Food Processing	Applied Science	2	6.25%
2.	Printing Technology	Applied Science		
3.	Architecture	Architecture	1	3.125%
4.	Meteorology	Atmospheric Science	1	3.125%
5.	Cloud Computing	Computer Science	1	3.125%
6.	Polar Science	Earth Science	1	3.125%
7.	Auditor	Economics	3	9.375%
8.	Public Sector Bank	Economics		
9.	Taxation	Economics		
10.	Online Teaching	Education	1	3.125%
11.	Genetic Engineering	Engineering	1	3.125%
12.	Environment Impact Assessment	Environment Science	1	3.125%
13.	Fashion Communication	Fashion Technology	1	3.125%
14.	Sanitation	Health Science	1	3.125%
15.	Digital Marketing	Management	2	6.25%
16.	Logistic Management	Management		
17.	Statistics	Mathematics	1	3.125%
18.	Bioinformatics	Medical Science	5	15.625%
19.	Medical Tourism	Medical Science		
20.	Nursing	Medical Science		
21.	Ophthalmology	Medical Science		
22.	Radiology	Medical Science		
23.	Mining	Metallurgy Science	1	3.125%
24.	Defense Service	Military	3	9.375%
25.	Indian Air force	Military		
26.	Indian Navy	Military		
27.	Disability Rehabilitation	Social Science	3	9.375%
28.	Disaster Management	Social Science		
29.	Social Work	Social Science		
30.	Cricket	Sports	2	6.25%
31.	Sports Commentator	Sports		
32.	Yoga	Yogic Science	1	3.125%

service examinations, option for further study after 10th and 12th classes etc. Figure 1 also depicts the details of career oriented versus other articles more clearly.

Subject of the Career Oriented Articles

As far as the subjects of career oriented articles are concerned, almost it is seen that every time articles related to different fields are published. However, when they are categorized within the broad subjects, 5 articles were found to be related to Medical Science, followed by 03 articles each by Economics, Military and Social Science and 02 each by Applied Science, Management and Sports.

Thus, medical science forms majority with 15.625% among the total articles published in Employment News during the period of study, followed by 9.375% for Economics, Military and Social Science; and 6.25% each for Applied Science, Management and Sports.

Rest of them belong to single subject field, such as the Architecture, Computer Science, Earth Science,

Engineering, Environment Science, Fashion Technology, Health Science, Mathematics, Metallurgy Science and Yogic Science. Thus, 19 subjects are covered in 32 issues of Employment News for career oriented information. Figure 2 also depicts the details of the subjects covered by Employment News.

Authorship Pattern (Single versus Joint Authorship)

Authorship pattern is shown in Table 3. It may be seen from the table that out of 32 articles, 17 contributions are from single authorship and rest 15 are contributed in joint authorship.

Thus, majority of the articles are solo author contribution; however, a trend of joint authorship is also emerging which can be said a good trend, as collaborative subjects' studies are emerging in the education arena and various profession are developing with combination of two or more subject areas, for example medical tourism. The ratio of single versus joint authorship is also shown through Figure 3.

Table 3: Single versus Joint Authorship

S.N.	Total Articles	Single Author	Percentage of Single Author	Joint Author	Percentage of Joint Author
1.	32	17	53.125 %	-	-
2.	32	-	-	15	46.875 %

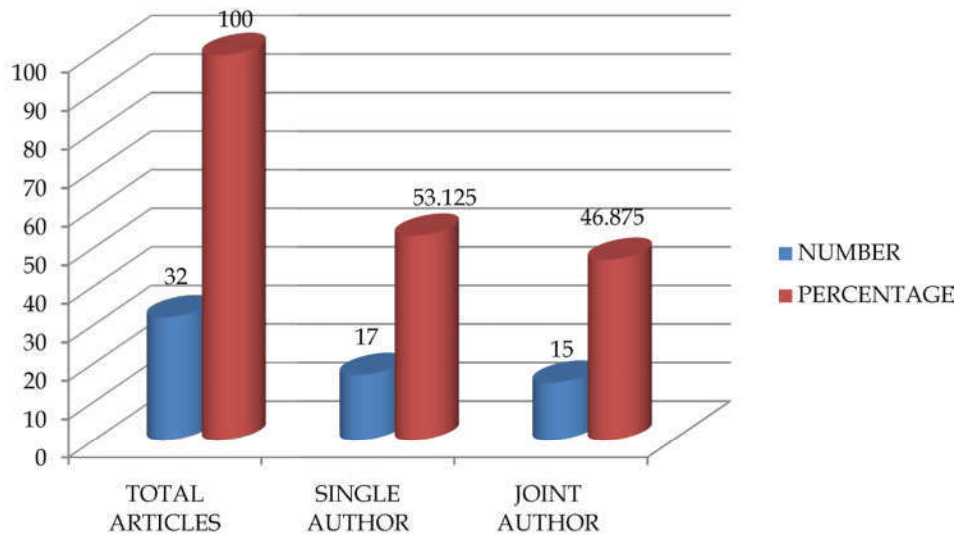


Fig. 3: Single versus Joint Authorship

Most Popular Authors

Table 4 tells about the most prolific authors who have contributed career related articles in various issues of Employment News. But first author is taken into consideration for ascertaining most popular

authors. It is clearly seen that Albuquerque, U. is the most prolific writer who has contributed 14 articles, followed by 03 articles by Mishra, Pratibha and 02 each by Bharti, Pawan Kumar; Sharma, Shreeprakash and Shrimali, Ruchi. They form 43.75%, 9.37% and 6.25% respectively among the total articles.

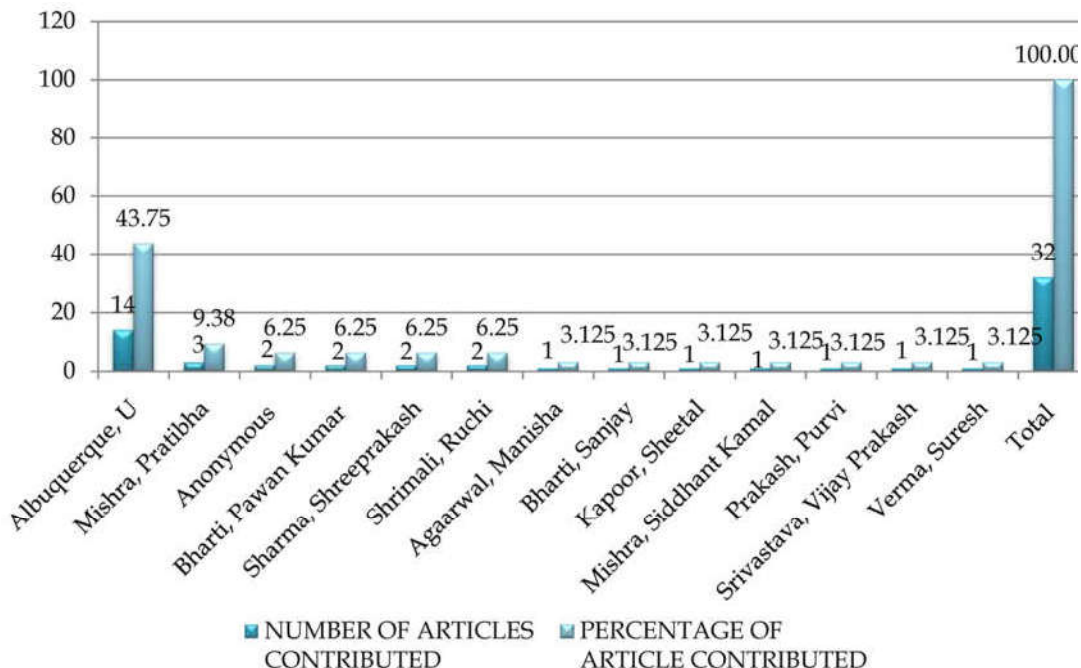


Fig. 4: Most popular authors

Table 4: Most Popular Authors

S.N.	Name of Author	Number of Articles Contributed	Percentage of Articles Contributed
1.	Albuquerque, U	14	43.75 %
2.	Mishra, Pratibha	3	9.38 %
3.	Anonymous	2	6.25 %
4.	Bharti, Pawan Kumar	2	6.25 %
5.	Sharma, Shreeprakash	2	6.25 %
6.	Shrimali, Ruchi	2	6.25 %
7.	Agaarwal, Manisha	1	3.125 %
8.	Bharti, Sanjay	1	3.125 %
9.	Kapoor, Sheetal	1	3.125 %
10.	Mishra, Siddhant Kamal	1	3.125 %
11.	Prakash, Purvi	1	3.125 %
12.	Srivastava, Vijay Prakash	1	3.125 %
13.	Verma, Suresh	1	3.125 %
	Total	32	100.00 %

Rest 07 authors have contributed 01 article each in various issues of Employment News. It is noteworthy to mention that 02 articles are contributed by corporate authors. Most popular authors are also shown in Figure 4 graphically.

Male – Female Authorship

Table 5 clearly reveals that total 32 contributions are made by 12 authors and 02 by anonymous (authored by corporate bodies). Male authors are only 06 which have contributed 08 articles while the same number of authors, i.e. 06 are the females who have

contributed 22 articles in the various issues of Employment News.

Male – female authorship is based on the first author only. It may be seen that there is maximum contribution from female authors which is 14 that constitute 43.75% among the total contribution. However, maximum contribution from male authors is only 6.25% that is contributed by only two male authors.

Anonymous authorship is included with the male author for the convenience of presentation. Figure 5

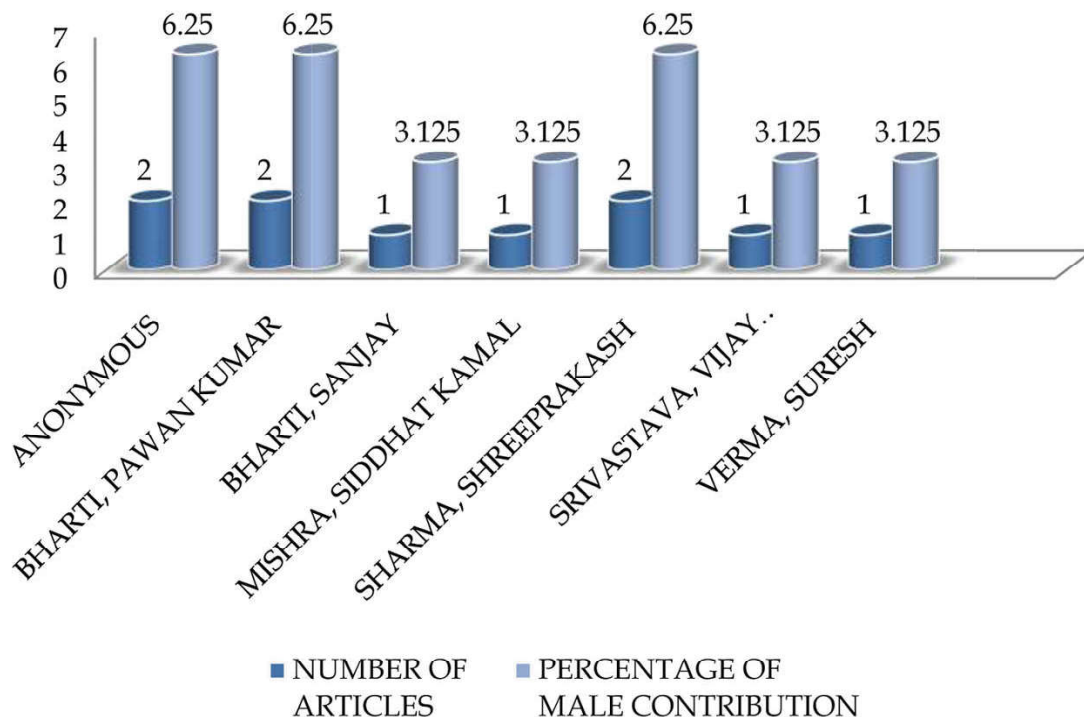
**Fig. 5:** Male Authorship

Table 5: Male - Female Authorship

S.N.	Male	No. of Articles	Percentage of Male Contribution	Female	No. of Articles	Percentage of Female Contribution
1.	Anonymous	2	6.25 %	Agaarwal, Manisha	1	3.125 %
2.	Bharti, Pawan Kumar	2	6.25 %	Albuquerque, U	14	43.75 %
3.	Bharti, Sanjay	1	3.125 %	Kapoor, Sheetal	1	3.125 %
4.	Mishra, Siddhant Kamal	1	3.125 %	Mishra, Pratibha	3	9.375 %
5.	Sharma, Shreepakash	2	6.25 %	Prakash, Purvi	1	3.125 %
6.	Srivastava, Vijay Prakash	1	3.125 %	Shrimali, Ruchi	2	6.25 %
7.	Verma, Suresh	1	3.125 %			

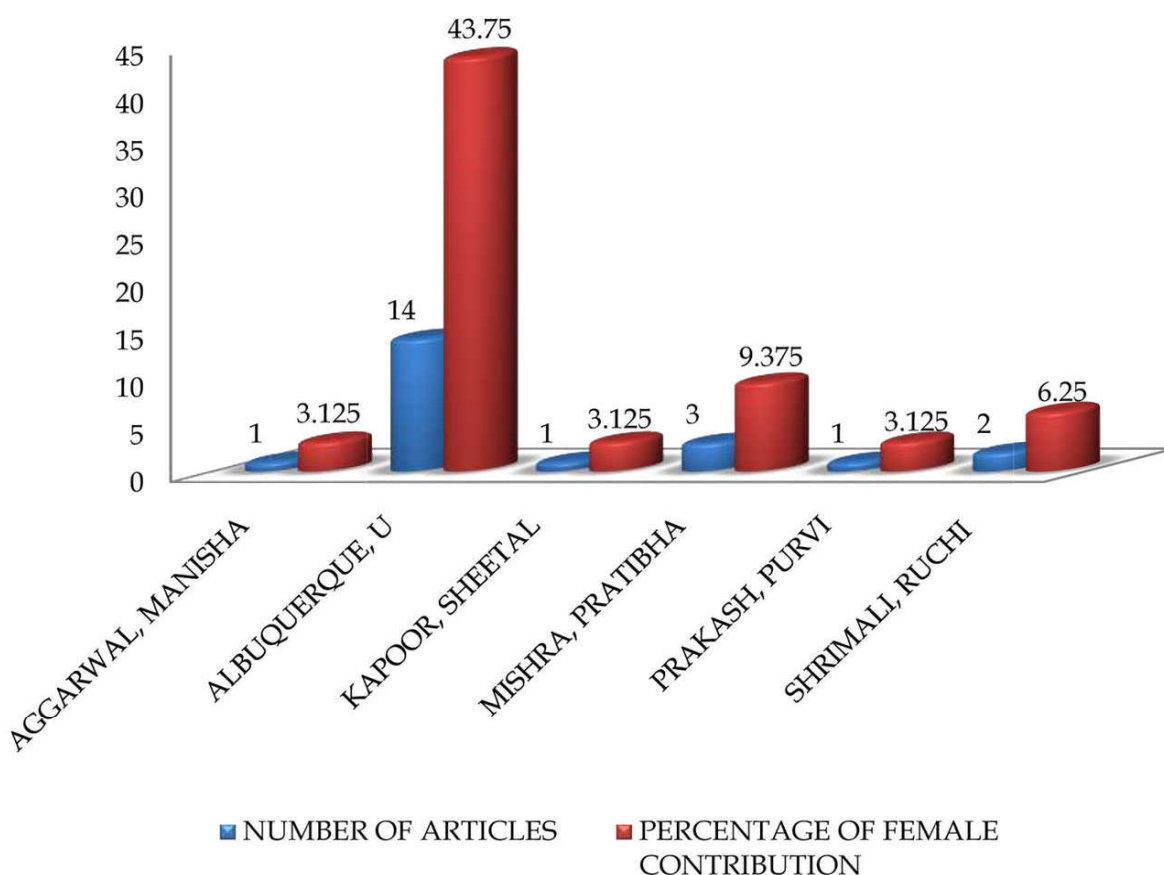


Fig. 6: Female Authorship

and 6 also show the details of the male and female authors more clearly.

Major Findings

On the basis of the data tabulated and analyzed, it may be concluded that:

- Solo authorship is prevalent though joint collaboration is also emerging to describe new

emerging collaborated subjects/profession. Further, female authors dominate over male authorship as out of total 32, 22 articles are contributed by them.

- Albuquerque, U. is the most prolific author as out of 32 contributions, 14 are to her credit. It is followed by 02 articles each by Mishra, Pratibha with and Prakash, Purvi. Both three are happened to be female authors. Thus, it is very clear that female authors are dominating.

- 19 Subjects are covered in various issues of Employment News undertaken for study. However, more subjects need to be incorporated in future.
- One thing is noted that in earlier issues of the Employment News, no credits was given for the photographs included in the articles, but in recent issues, they have started crediting the photographs included in the articles.

Conclusion

The findings of various issues of Employment News indicate that though various topics have been covered in different issues of Employment News, but more subjects should be included in future so that coming generation may get be benefitted from the articles to ascertain their jobs and profession.

However, more of such studies on the data gathered from national and regional newspapers and job portals are required to verify the results of this study and to assess the true picture of employment trends in the coming time.

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