



STUDY OF DIFFERENCE IN LEVEL OF SELF-PERCEPTION OF NGO WORKERS FROM URBAN AND RURAL AREAS

Anup Ghumare^{1a}, Arti Deshpande^{2b}

1. Research Scholar in G.H. Raisoni University, Amravati, Maharashtra
2. Director G.H.Raisoni institute of Management & Research, Khaparkheda

ABSTRACT

Objective – The purpose of the present study was to ascertain the difference in the magnitude of self-perception in workers working from rural and urban areas. The researcher was interested in studying the mean level of self-perception trait of the workers working in various NGOs and to ascertain the difference between mean values.

Sample – A total of 536 workers from various NGOs operating from Vdiharbha region participated in the study. Out of which 360 participants were male and 176 participants were females. Various NGOs which contributed in data collection are – Shri Gurudev Seva Mandal, Vivekananda Kendra, Sarvodaya Ashram and various others.

Method – The data was collected using the A Comprehensive Battery of Scales of Entrepreneurship. This scale is developed by Dr. V.P. Sharma and published by National Psychological Corporation, Agra. The first part of scale comprises of Self-Perception Trait by the participants.

Results – The result of the present study concluded that the level of self-perception is higher in the male workers coming from urban background than from the rural background $t(358) = 3.305, p = 0.0010$. The study also concluded that the level of self-perception is indifferent in case of female workers irrespective of their background, in fact the level of self-perception of rural female workers were comparatively high than women from urban background. $t(174) = -0.119, p = 0.9048$

Conclusion – The present study concludes that the level of self-perception is more in male workers coming from urban background than the workers coming from rural background. However, the level of perception in female workers is similar irrespective of their background.

Key Words: *Self-Perception, Urban Background, Rural Background, NGOs*

DOI Number: 10.14704/nq.2022.20.8.NQ44078

NeuroQuantology 2022;20(8):696-703

INTRODUCTION

Self – Perception

The self of a person defines them as an autonomous being who is different from others. Self is a single and unitary entity of the individual. This part of individual is not attached to another person. The experience

of the self can be divided into following broad areas –

- Consciousness about the person's own physicality.
- The inner character and emotional life of the individual.

People understand the concept of 'self' in two senses. Firstly, it can be categorized as being



an agent who influences their environment and get influenced by it. This experience of self is recognized as 'I'. The second categorization involves reflection and evaluation of self. Thus, in categorization people pay attention to their attributes – physical as well as psychological. It provides them to appreciate their skills, traits, recognize their feeling and opinions they possess. This second type of self represents 'Me'. This is the way of looking themselves from outside and reflecting their inner state. It helps them to get an insight about their competence and character.

In daily life, people make an inference of other people's attitude by observing their action and behaviour. The behaviour which a person manifests in a particular situation is attributed to their personal trait and attitudes. For example, if an individual watches a child disposing the waste material in garbage bin instead of throwing it on floor, the child is perceived as being a responsible and environmentally friendly citizen. Similarly, if an old age person is seen scolding a helper or maid, he may be perceived as an angry person.

Interestingly, sometimes people observe their own behaviour like an outsider and try to make inference about their own attitude. This behaviour of individual helps in developing self-perception. According to the theory of Self-perception, every individual makes an attempt to reflect on their behaviour, analyse it, as it would have been done by an outsider. According to self-perception theory (Bem, 1967), when a person is unsure about their own behaviour and attitude, one way to infer them is by looking at their own behaviour.

Bem in his theory also mentioned that people's behaviour is influenced by their self-perception. He quotes an example that if a person thinks of himself as good road biker, he/she may buy certain products and equipment to go on for a long cycling ride. However, Bem suggested the other part of this thinking as well. He proposed that people reflect on their behaviour and then make an

inference about their attitude towards everything in life. Thus, the person may infer that he/she is interested in biking because of frequent cycling trips and lavish spending on road bike.

A similar explanation is given for emotions that people experience, by self-perception theory. According to the theory, people understand about their emotions by noticing changes in their bodies and behaviours. Thus, people experience various emotions and feelings by observing and analysing their actions such as facial expression, postures, level of arousal and behaviour. Hence, it can be concluded that feelings are consequences of behaviour and not the other way around. People think they are fearful because they are sweating and happy because there is smile on their face.

The effect of self-perception is experienced by everyone. It happens many a times that even having a very rough day when one goes home to their family, to kids all the stress is replaced by smile and contentment. The smile which passes through the face decreases the original behaviour of feeling irritable and angry. Thus, it can be concluded that behaviour changes attitude.

Different behaviour elicits different emotional experience. When a person sighs while talking, talks in a very low voice, sits idle for the whole day, he/she probably would feel depressed and bit down. The emotional experience people have is highly influenced by the behaviour they exhibit.

The self-perception effect might also influence the later behaviour exhibited by the individual. Suppose, an individual who is introvert by nature and does not enjoy party might think of start going to parties and talk to new people. That person actually makes an attempt and start enjoying the party. This behaviour influences the ability of the person to observe more social outgoing behaviour in future. Thus, the next time they are in party, they exhibit social behaviour without giving much effort about it.

Various other researchers have been carried out to understand this carryover effect.



Particular research was conducted by Brunelle, (2001) to look out the impact on adolescent volunteer's level of empathy, social responsibility and concerns for other by attending community service in their area. The findings of the study proved that people involved in community service positively exhibit more sympathy and compassion for others. They also share a larger concern for development of the society. This it can be concluded that engaging in volunteer helping experience helps people to grow as more caring and helping human and their self-perception also changes.

Importance and Implication of Self-Perception Theory

- The self-perception theory proposed that individual having less awareness about their attitude and emotion, they end up viewing themselves as outside observer. According to the theory, it is much easier to assess the external cues about the behaviour to understand the inner states. If a person eats too much than usual for dinner, he gets the cue that he is hungrier today than usual days. Also, if a person keeps on biting their nails for the entire day may assume that they are nervous on something as they are biting their nails continuously. In both the cases mentioned above, the attitude or emotion is inferred from the behaviour demonstrated by the individual. Thus, the self-perception theory allows people to gather various external environmental cues so that they can understand about their internal state, more effectively.

The self-perception theory also has an important role to play when attitude and behaviour of the person is incongruent. The therapist who works with substance abuse or alcohol addicted people reports the benefit of using the concept of the theory. Individual consciously start observing their behaviour when they are anxious and decides to tackle the same without indulging into the behaviour of drinking. Similarly, a changed behaviour might inform individuals about their internal state and attitude. In nutshell, self-perception theory can be applied to bring drastic changes

in the attitude and behaviour of the individual.

Factors indicating positive self-perception

Having a positive self-perception is important because the thinking people have about themselves affects their behaviour of interacting with others. A positive self-perception can boost overall well-being of the individual.

- People with positive self-perception give themselves credit. They understand that the accomplishments they have achieved in their life are due to their sincere hard work and persistence. They don't attribute their accomplishment to luck and being there just in time.
- They prefer to live in the moment. They don't spend their time in regretting what have not been right. They neither focus too much on future. They have goal in their mind while paying attention to their immediate moment.
- Positive self-perception saves people from exaggeration. They perceive things as they are. They are level headed and generally see things without amplifying.
- It is natural for people to dwell on things they are disappointed about. However, people with positive self-perception don't have time to dwell on negative outcomes. They focus more on improving their behaviour for better experience in the future.
- People with high self-perception are emotional but they don't get swayed away with emotions. They are not ruled by their emotions, moods or feelings. Their relationship with others is not on mercy of their moods.
- Grudges and harbouring negative feelings are not the way of dealing with negative experience for positive self-perceived people. They make room of positivity by letting go of the past negative experience.
- These people don't believe in comparing themselves with others. They are happy with what they are and the path they are leading in life. They don't devalue



themselves by comparing their life with others.

- They are kind to themselves. They understand that some things are not under control and if such tasks are not accomplished, they don't push themselves harder or blame them for failure. They accept it gracefully and move on.
- They appreciate the truth that perfection is illusion. They know that all are focusing to get improve themselves in various ways, but if one targets for some unrealistic goal, they are bringing a lot of disappointment for themselves.
- People with positive self-perception practice gratitude. They understand that nothing can be achieved single-handedly. It is the combine efforts of every person which leads to the destiny.

REVIEW OF LITERATURE

- Leadership styles have an influence manager's job satisfaction, it improves their efficiency to perform, and willingness to become core part of their team. The leadership style is also influenced by their age, gender, profession, type of managerial post, the amount of experience they hold as a manager in the organization. A cross-sectional study was conducted using self-administered multi-questionnaire. It was based on leadership styles, behavior and attitudes of manager. It was concluded that self-perception of managers was of utmost importance. It was also found that nurse managers adopted transformational style of leadership. However, both the styles were found to increase the satisfaction of the work being performed and strives them to perform better. [Jodar I Sola et. al., 2016].
- A self-perception model was developed to understand and discuss its managerial and research implications for management of human resource. The model was based on various studies

undertaken to improve the understanding of the self. It also focused on measuring the self-perception accurately. Accuracy is about the degree of agreement between level of self-and evaluations/ratings by outsiders. 'Others rating' under this study was provided by sub-ordinates, peers, superiors and others who work closely with the manager. The key areas of evaluation and rating were training needs assessment, performance appraisal and leadership behaviour of the manager. The model concludes that the level of self-perception changes to accurate, diminished or mixed depending upon the whether the self-perception is being inflated or deflated. [Francis Yammarino and Leanne Atwater, 2006].

- The self-perception of managers regarding their leadership influence their behaviour and attitude towards the sub-ordinates. A detailed analyses and interpretation were carried for self-perception in the context of leadership, conflict handling and participation of day to day working of managers. A qualitative study was initiated using in depth interviews to collect the data. It was concluded that manager's performance was characterized as de-professionalized. They manifested self-favouring trends, forced obedience and results were considered ahead of their employees' wellbeing. It was concluded that lack of managerial skill may result in creating bullying situation for sub-ordinates. [Martín, et. al., 2015.]
- Senior managers are found to manifest an increasing interest in encouraging knowledge-sharing behaviour in their organizations. An empirical study was conducted to examine the senior manager's perception. The analytical results confirmed that the intentions of the senior managers are a major determinant for his enterprising knowledge sharing behaviour. It was also concluded from the study that senior



manager’s attitude, their perceived behavioral control on their actions positively had an positive impact on their intentions to encourage the knowledge sharing attitude. [Lin, Hsiu-Fen & Lee, Gwo-Guang, 2004]

- Gender differences influence the self-perception. It was also observed that negative recall is related to self-perception biases of the individual. A masculine task was conducted among females and males for evaluating gender differences in self-perception in three measures of accuracy – self -evaluation, calibration and response bias. The results of the study concluded that females underestimated those performances, they were found to be less calibrated and demonstrated conservative response more than males’ employees. It was further found that females have tendency to recall their mistakes even with performance and accuracy of their self-evaluations are controlled. [Sylvia Beyer, 1998].

RESEARCH METHODOLOGY

Aim of the study - The aim of the current study was to assess the difference in self-perception of NGO workers from urban and rural background The researcher was interested in assessment of self-perception of male as well as female workers from different background.

Objective

- To study the difference in level of perception of male workers working from urban and rural areas.

Result

Table 1: Mean and Standard Deviation of level of Self Perception of male and female employees.

Variables	Mean	S.D.
Male – Urban	223.36	29.60
Male - Rural	212.39	27.92

- To assess the difference in the level of self-perception of female NGO workers with urban and rural working exposure.

Hypothesis

H₁: There is a significant difference in the mean of level of perception between male workers from urban and rural background.

H₂: There is a significant difference in the mean of level of perception between female workers from urban and rural background.

Research Design

The study is a simple 2*2 factorial design to study the difference in level of perception between the employees working in NGO from urban and rural background.

Tool used

A Comprehensive Battery of Scales of Entrepreneurship

This scale is developed by Dr. V.P. Sharma and published by National Psychological Corporation, Agra. The scale has two parts – 1) Self-Perception of Entrepreneurship Traits and 2) Organizational Ability and Managerial skill which is subdivided into four parts. The test re-test reliability of the scale for self-perception is 0.791. The validity of scale was assessed by correlating the scale items with already established scale and it was found to that $r=0.78$, correlated. The norms of the scale for interpretation are divided into 7 categories from extremely high to extremely low. The items of the self-perception trait is measured using 7 points Likert scale.

Statistical Techniques

- Descriptive Statistics – Mean, SD
- T Test for calculation of mean difference



Female - Urban	220.68	23.11
Female - Rural	221.19	31.08

The above data shows the mean of level of self-perception in male NGO workers from urban area is 223.36 and standard deviation for the same is 29.60. The mean for male from rural area is 212.39 and standard deviation is calculated to be 27.92. Similarly, the mean for women workers from urban and rural background are 220.68 and 221.19 respectively, the standard deviation for both the groups are 23.11 and 31.08 respectively.

First hypothesis states that,

‘There is a significant difference in the mean of level of perception between male workers from urban and rural background’

The first hypothesis demands the calculation of difference of mean value between the male workers from urban and rural backgrounds, for their level of perception. The hypothesis states that there is significant difference between the group means of the participants. Hence, the researcher has arranged the data accordingly and computed t test for independent samples.

Description	Stress	
	Mean	Std Dev
Male - Urban	223.36	29.60
Male – Rural	212.39	27.92

Result:

A total of 360 male workers participated in the study, among which 111 workers were from rural areas and 249 workers from urban background. The mean value of urban workers is 223.36 and the standard deviation is 29.60, i.e., the score is between the range of 193.76 to 252.96 (223.36 +/- 29.60)

The mean value for the second group of participants is 212.39 and standard deviation is 27.92 i.e., the score is between the range of 184.47 to 240.31 (212.39 +/- 27.92)

t value for the given data is computed for significance at $p < 0.05$ level. The t value statistically is $t(358) = 3.305$, $p = 0.0010$ which is positive and significant. This states that there is significant difference in level of perception of urban workers and rural workers of the NGO. Hence the

hypothesis **‘There is a significant difference in the mean of level of perception between male workers from urban and rural background’** has been accepted.

Second hypothesis states that,

‘There is a significant difference in the mean of level of perception between female workers from urban and rural background’

The second hypothesis demands the calculation of difference of mean value between the female workers from urban and rural backgrounds, for their level of perception. The hypothesis states that there is significant difference between the group means of the participants. Hence, the researcher has arranged the data accordingly and computed t test for independent samples.

Description	Stress	
	Mean	Std Dev
Female – Urban	220.68	23.11
Female - Rural	221.19	31.08



Result:

A total of 176 female workers participated in the study, among which 54 workers were from rural areas and 122 workers from urban background. The mean value of urban workers is 220.68 and the standard deviation is 23.11, i.e., the score is between the range of 197.57 to 243.79 (220.68 +/- 23.11)

The mean value for the second group of participants is 221.19 and standard deviation is 31.08 i.e., the score is between the range of 190.11 to 252.27 (221.19 +/- 31.08)

t value for the given data is computed for significance at $p < 0.05$ level. The t value statistically is $t(174) = -0.119$, $p = 0.9048$ which is negative and non-significant. This states that there is no significant difference in level of perception of urban workers and rural workers of the NGO. Hence the hypothesis '**There is a significant difference in the mean of level of perception between female workers from urban and rural background**' has been rejected.

Discussion

The aim of the present study was to ascertain the level of difference in self-assessment of perception in workers coming from urban and rural background. The study aimed to evaluate the difference between both the genders – male and female workers. Self-perception is the trait which evolves continuously in the lifetime of an individual. Self-perception involves the individual's judgement about self, it defines how a person judge and evaluate their personal traits.

The first hypothesis denotes that the level of self-perception is more in male urban workers as compared to male workers coming from rural background. It can be understood as the difference in the lifestyle of people living in different areas. People in rural areas are more connected with each other, help and support their people in need and are with each other in thick and thin of life situations. However, people living in urban areas are more engrossed in their personal life and they have less time for engaging with others. Hence, when people

from urban areas become part of NGO organization, they find themselves doing task which is required for improvement of society in general, for greater good in humanity. Thus, the level of self-perception is more in case of male employees coming from urban areas as compared to male employees coming from rural background.

The second hypothesis states that, the level of perception of female workers is similar irrespective of background is similar. However, it was also found that the mean of rural women workers is comparatively but insignificantly high than urban women workers. This can be understood in the light of lifestyle of females living in different areas. Females in urban areas are more exposed towards various opportunities like education, entrepreneurship, improving their as well as family lives. They do various activities apart from household chores which help to increase their self-esteem in turn which increases their self-perception. However, the life of rural women is different from urban in respect of various opportunities. They are more limited to household chores and they have less exposure to make their individual identity. Hence, the chance to work in NGO organization provides them to realize their self-worth and improve their perception.

Conclusion

The present study concludes that the level of self-perception is more in male workers coming from urban background than the workers coming from rural background. However, the level of perception in female workers is similar irrespective of their background.

REFERENCES

- Jodar i Solà, G., Gené i Badia, J., Hito, P.D. *et al.* Self-perception of leadership styles and behaviour in primary health care. *BMC Health Serv Res* **16**, 572 (2016). <https://doi.org/10.1186/s12913-016-1819-2>.
- Yammarino, Francis & Atwater, Leanne. (2006). Understanding self-perception accuracy: Implications for human



resource management. Human Resource Management. 32. 231 - 247. 10.1002/hrm.3930320204.

- Martín, Acosta-Fernández & Torres, Teresa & Los, María & Aguilera-Velasco, Á & Blanca, Pozos-Radillo & Parra Osorio, Liliana. (2015). Self-Perception, Leadership, Conflict Handling and Bullying at Work. 5. 498-512.
- Lin, Hsiu-Fen & Lee, Gwo-Guang. (2004). Perceptions of Senior Managers Toward Knowledge-Sharing Behaviour. Management Decision. 42. 108-125. 10.1108/00251740410510181.
- Bem, D. J. (1967). Self-perception: An alternative interpretation of cognitive dissonance phenomena. Psychology Review, 74, 183-200.
- Bem, D. J. (1972). Self-perception theory. In L. Berkowitz (Ed.), Advances in experimental psychology (Vol. 6, pp. 1-62). San Diego, CA: Academic Press.
- Brunelle, J. P. (2001). *The impact of community service on adolescent volunteers' empathy, social responsibility, and concern for others.*

