

**ROLE OF PROFESSIONAL IDENTITY IN INDIVIDUAL'S  
CHOICE FOR AVAILABLE BROADCASTED AND  
OTHERWISE TANGIBLE AND INTANGIBLE  
INFORMATION**

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**Abstract**

The role of professional identity in case of social perception, attribution and logical choice was studied in the present study that was conducted on 100 subjects taken from 4 different government departments and 100 students belonging to 4 different departments of a University, in the first case a questionnaire containing two types of responses planted and broadcasted related with the professions and not related with the professions was used whereas in case of students another set of questionnaires with planted and skipping choices was administered in the similar fashion. In both the cases it was studied that how do subjects choose items in the questionnaires those are and are not related with their social professional identities? The T test reflects a significant difference between the selection of professional responses (P) as compared with non-professional responses (NP) in case of government servant groups  $T=8.598$  and  $T=2.056$  whereas students responses related with their subject (R.) as compared with not related with their subject (NR) were significant  $T=.961$  however in the second questionnaire the choice of students between (R.) and (NR) was non significant  $T=-1.155$

**Key Words:** Professional identity, Logical choice, Social Perception, Attribution.

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## Introduction

The emotional involvement of an individual in various issues is related to various individual reactions (Petty and Cacioppo 1986) and such involvement affects decisions (Petty, Wegener, and White 1998). The provision of clear and ample information in that context facilitates such decisions (Chaiken 1987). Moreover, individual possesses the capacity to consider his past decisions as best in case of recall (Mather, Shafir & Johnson 2000). Furthermore, human has the tendency to attribute more positive and less negative values to an option that the individual selects from various options (Mather & Johnson, 2000) and in such selection usually individual selects those options that require little thought for selection as well as are easy to explain (Thagard 1989) so the option with such qualities becomes individual's 'logical' choice (Thaler 1980).

Professional identity is an important aspect of human behavior that reflects 'professional self concept' including various motives, beliefs, experiences and attributes of a person Ibarra (1999) and Schein 1978 in (Holly & Delmonize) moreover, professional identity supports self-sufficiency and status Benveniste (1987) in (Holly & Delmonize) and such social motives are important. In a recent study it was found that professional identity is related with positive interpersonal relations and experiences (Mary. White, Nicole, Susan 2011) and identification with the respective institution (Moore and Hofman 1988) and it changes with the change in human experiences (Douwe, Nico, Vermun 2000).

Job satisfaction is a pleasurable emotional state of a person doing the job and it emerges while appraising the job (Locke, 1976) and it is related to the attributes of the individual that how positively the individual would respond to the job (Hackman, Oldham 1976). Moreover occupational commitment is positively related to job satisfaction (Lee; Carswell,.; Allen 2000). In case of male nurses in a hospital gender does affect work behavior at workplaces (Willy & Stale 2004). Studies are also available about certain gender related norms at workplaces Janet & Stephanie studied such in case of humor (Janet, Stephanie 2005) moreover Robin proposed that social identity influences the women relations (Robin 1994).

The behavior of human attribution was introduced by Heider, F. (1958). Later Kelley in 1973 considering individual as a "naive psychologist" established that a normal person interpret and attribute causal relationships to the actions of others or to themselves (Kelley 1973) but how the

person as 'naïve psychologists' know what they know and how such 'knowing' is related to the process of their decision making and how does social identity in the form of professional identity works in this process has been studied in the present study?

### Method and Procedure

Two experiments were conducted to test the hypothesized process in case of intangible and tangible properties. For intangible properties a questionnaire consisting of 10 questions was administered to equal number of subjects (100), nurses from Health department, Schoolteachers from Education department, Police Constables from Police department and Jail wardens from Prison departments of the government of Punjab Pakistan. 7 items in the questionnaire were depicting certain general every day social perceptions and descriptions of four possible attributions somewhat related to the selected professions but planted in a broadcasted manner as options for each social situation described in the questionnaire (Type 2 Options) whereas in the 3 items of the questionnaire the attribution options were purely related to the social behaviors specific to the studied departments although the depictions of certain social perception in these items were the same as was in case of depictions of other social situations. (Type 1 Options) The questionnaire was administered individually and the selection of the responses by the subjects in both the cases profession (P) and not related to profession (NP) calculated.

For tangible properties in an experiment on equal number of students (100) from the four academic departments following the alphabetic order two each from top and bottom from a University were taken and a writing pad of pocket book size wrapped in a wrapping paper were shown to each subject individually and they were asked to tell that the packet contains the book of what subject? And they were told to select one option from the list of subjects containing the names of the subjects being taught in the respective four departments and selection of option by the subjects in case of related with the subject (R.) and not related with the subject (NR) calculated than adjacent with the conduct the subjects were given another options list including the options given to them earlier but this option list contained an option that clearly provided an opportunity for the subjects to skip their first choice if they want and the (R.) and (NR) calculated accordingly.

### Results

The T test reflects a significant difference in intangible study between the selection of (P) as compared with (NP) in case of both Type 2 Options and Type 1 Options  $T=8.598$  and  $T=2.056$  respectively whereas in tangible experiment for the selection of Type 1 (P) responses (R.) as compared with (NR) significant difference exists  $T=.961$  however in Type 2 responses in the same experiment for the choice of (R.) and (NR) non significant relationship observed  $T=-1.155$

**Conclusion and discussion**

Professional identity is important in our social perceptions and attributions and it plays a role in the selection of individual's logical choice in both tangible and intangible situations however conditions producing conflict can intervene. The finding may work to be relevant in case of evaluation, assessment, selection and vote where major and minor logical choices related with decisions are involved.

**Tables**

**Table No 1: Response Distribution Options Type 1- (P)**

Options Type 1- (P) Responses	Option 1		Option 2		Option 3	
	P	NP	P	NP	P	NP
Subjects =100						
Nurses n=25	19	6	21	3	20	5
Teachers n=25	15	10	23	2	18	7
Police n=25	18	7	23	2	18	7
Prison n=25	22	3	21	3	10	15

**Table No 2: Total Response Distribution Options Type 2- (B)**

Options Type 1-(P)	Option 1	
Responses N=250	P	NP
Respondents N=100		
Nurses	190	60
Teachers	130	120
Police	150	100
Prison	120	130

Table No 3: Response Tangible Type-1 (P)

Subjects =100 / Responses	R	UR
Applied Psychology n=25	14	11
Botany n=25	13	12
Urdu n=25	16	9
Zoology n=25	11	14

Table No 4: Response Tangible Type-2

Subjects =100 / Responses	R	UR
Applied Psychology n=25	10	15
Botany n=25	13	12
Urdu n=25	13	12
Zoology n=25	10	15

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