

# Insights Into Young Minds

A Survey of Undergraduate Students in South India

Fountainhead Leaders

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[management@fountainheadleaders.com](mailto:management@fountainheadleaders.com)

Ph: 7259400337



# Introduction



Fountainhead Leaders is an Education Startup with a mission to offer leadership training for India's young population and prepare them to handle the challenges of 21st century with ease.

In June 2017, Fountainhead Leaders conducted a broad ranging survey with close to 200 Undergraduate students across South India to understand their perspective on a number of topics, ranging from expectations they had from their institutions, how much they believed their institutes were contributing to their future, and how well they communicated with their families.

A selection of questions that cover Life in College & at Home, and their responses, is presented in this document. Key insights from the responses to these questions are:

- A majority of students find it hard to adapt to life in college – both in terms of making friends & adapting to a new city/town
- A majority of students report facing peer pressure in college – social, academic and financial being the most often reported peer pressure
- Parent-child communication was established as a reflective act

The survey indicates the need for a structured programme that focus on Leadership Skills that will help students lead an effective life in the 21<sup>st</sup> century

# Survey respondents were well distributed across key parameters

## Gender Distribution

- Nearly equal gender representation (52% Males; 48% Females)

## Income Profile

- 45% of students' families earn > Rs 30k per month
- 26% of students' families earn < Rs 30k per month

## Language Distribution

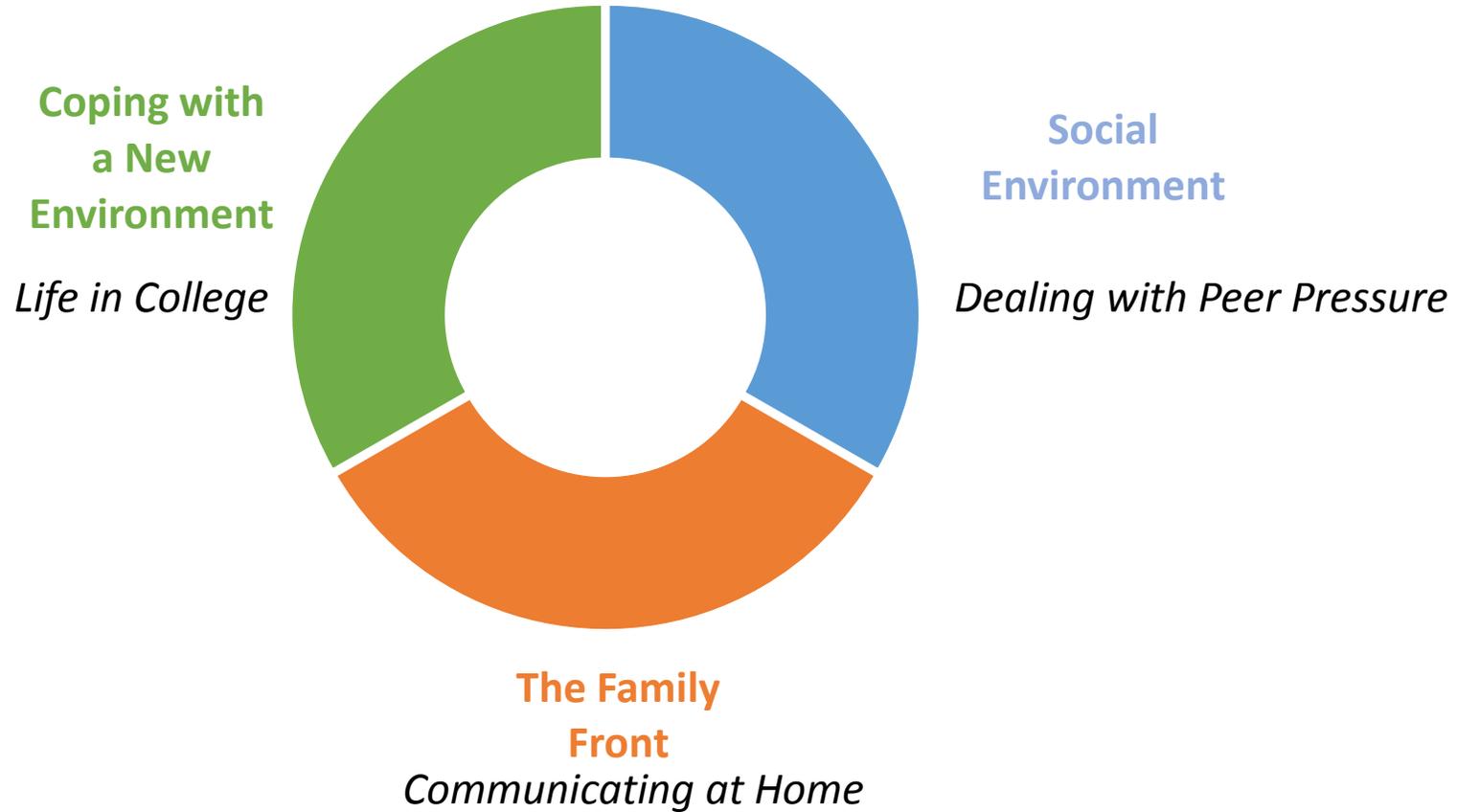
- 62% respondents are proficient at least 2 languages
- 97% reported written & spoken proficiency in English

## Location & Residence

- 57% of respondents had to move to a different city/town to pursue their undergraduate course
- Majority of respondents (62%) stay with friends, or alone

# Survey Structure

*Survey Results have been presented as three sections*



## Coping with a new environment | Life in College



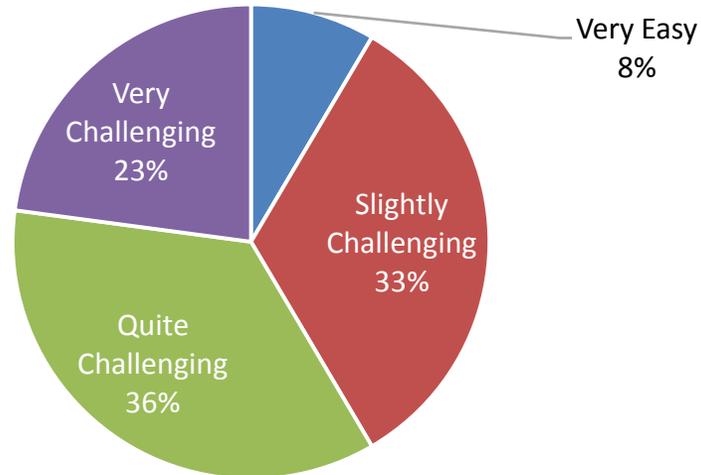
Survey Questions presented in this section:

- How would you rate the experience of moving away from home for the first time? (10 being Hardest; 1 being Easiest)
- How would you rate the experience of making new friends? (10 being Hardest; 1 being Easiest)

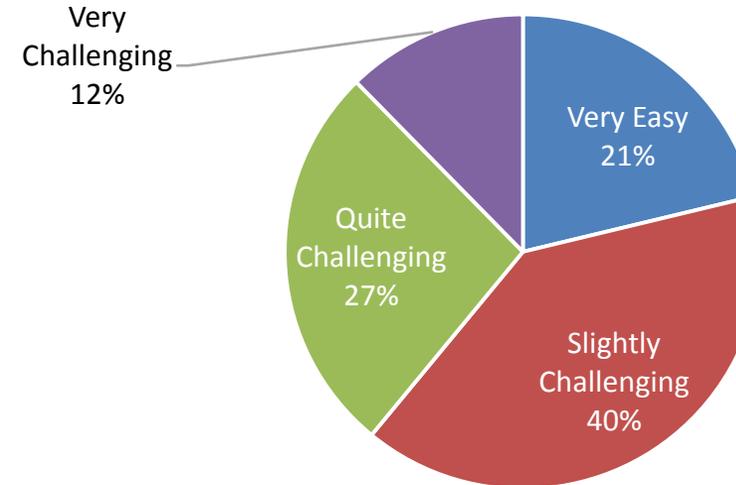
# What did our respondents say?

## *Adapting to a new environment*

Experience of moving away from home for the first time



How easy was it to make new friends in college?



- Over 90% of students found it challenging – in varying degrees – to adapt to a non-home environment
- On the Social Adaptability front as well, almost 80% of respondents reported varying degrees of difficulty to make new friends
- Research suggests that young people who are more adaptable are more likely to participate in class, enjoy academics, be more satisfied with life, have higher self-esteem, and a more concrete sense of purpose in life\*

\* Martin, A. J., Nejad, H. G., Colmar, S., & Liem, G. A. D. (2013). Adaptability: How students' responses to uncertainty and novelty predict their academic and non-academic outcomes. *Journal of Educational Psychology, 105*(3), 728-746

## Social Environment | Dealing with Peer Pressure



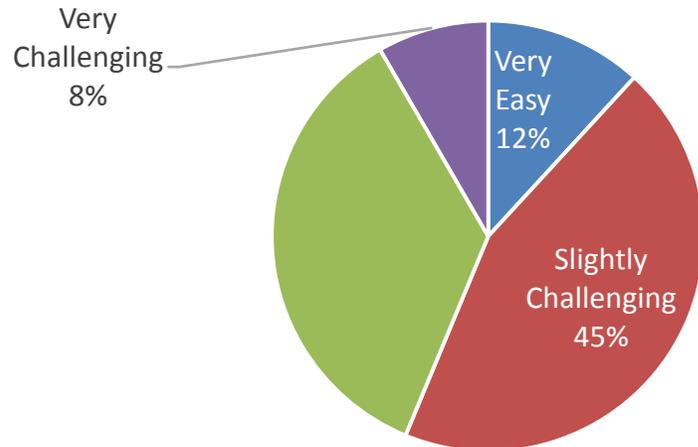
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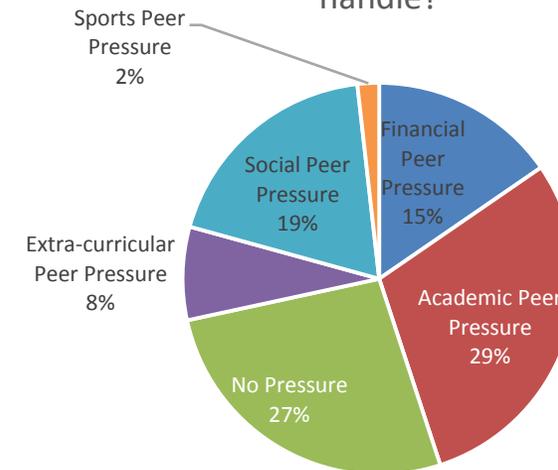
# What did our respondents say?

## *Coping with Cultural Change & Peer Pressure*

How easy was it to cope with peer pressure in college?



Which aspect of peer pressure was the hardest to handle?

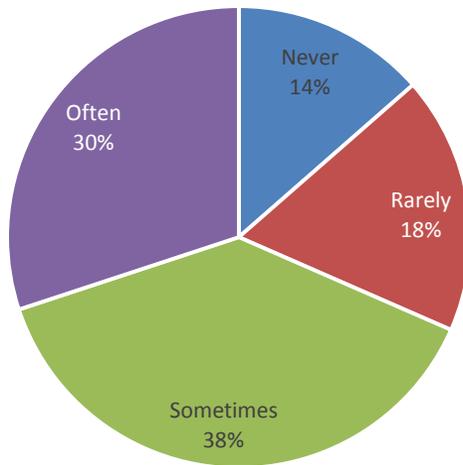


- Almost 90% of students face peer pressure in college – if ignored, this can lead to insecurities, low self-esteem & other personality traits that might challenge students' futures
- Interestingly, around a third of students report peer pressure that is outside their sphere of influence – financial & social peer pressure, while other forms of peer pressure can be responded to by students (academic, sports, extra-curricular), if students are provided the right environment

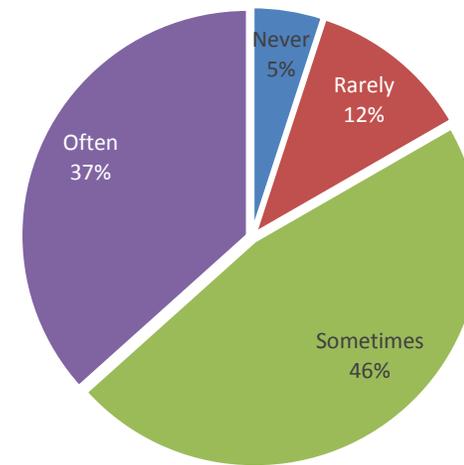
# What did our respondents say?

*Did your school and colleges equip you to excel in professional careers?*

Did your school focus on the skills you think were needed to excel in college?



Does your College focus on the skills you think are needed to excel in your career?



About 1/3 of the respondents believed that school & college focused on career-relevant skills often; the rest felt that schools & colleges focused to different degrees on these skills

# The Family Front | Communicating at Home



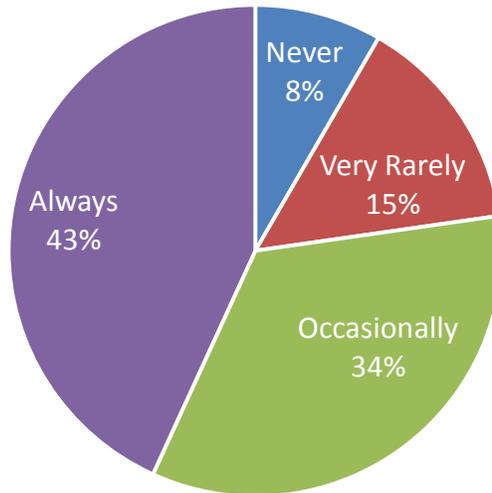
Survey Questions presented in this section:

- Did your parents communicate about their day to day activities with you?
- Did you communicate about your day to day activities with your parents?

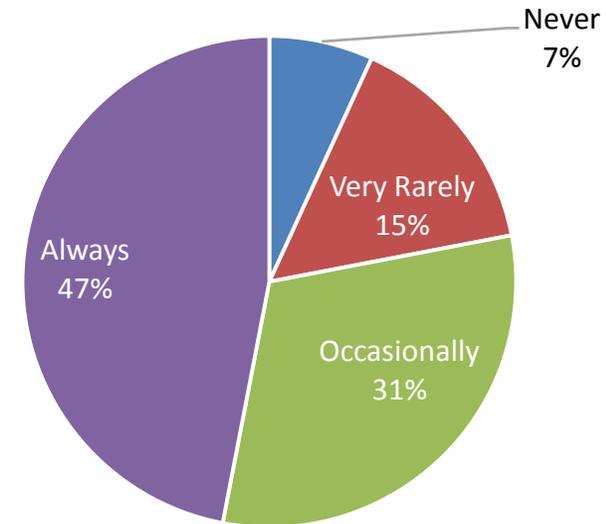
# What did our respondents say?

## *Parent-child communication frequency*

Did parents tell children about their day?



Did students tell parents about their day?



Responses about parents communicating with children are almost identical with responses about children communicating with their parents

The survey indicates the need for a structured programme that focus on Leadership Skills that will help them lead an effective life in the 21<sup>st</sup> century.

*Survey Summary*

Majority of the students find it hard to cope with a new environment and deal with peer-pressure

While 68% of the respondents believed that at some level their schools focused on the skills required to succeed in college, 90% of the respondents found the experience of transitioning from school to college as challenging. The stark difference makes us question the effectiveness of the programmes offered in schools

Child to Parent communicative style is reflective of Parent to Child communicative style

The alarming number of students struggling with the transition to college can be mapped to lack of skills like adaptability, relationship building, self-esteem and confidence.