

An Association Analysis: DOES DESIRE LEADS TO AMBITION

P. Ganga Bhavani

Assistant Professor
Chirala Engineering College

M. Neerajakshi

Assistant Professor
Chirala Engineering College

Abstract:

Present study mainly focuses on the related things and happenings of the real problems regularly in the world because of lack of human ethics and moral values. There is no scale for measuring the attitudes of the human being. In order to make the people as responsible citizens that can be possible with the teaching and educating the society. For that purpose assumed here a fabrication of things tighter and together to help the life to be leaded in a joyful manner. All the things that play a major role in leading their life ambition are religion, mood, gender, age, location, and motivation.

Introduction:

Man is a social animal. Life is filled with joys and sorrows. Joys and sorrows won't be stable in a man's life. It depends on the person's age, way of thinking and the situations also. For example when a child wants a chocolate or anything, if we give it to him then he will be happy otherwise he will be sad. In the same way every person first struggle for his minimum needs like food, clothing and shelter. If any person has this needs sufficiently then only he will try for another needs. Every man has some hope in his life. Does the hope go near to the ambition?

Religion:

Our scientists are celebrated. We know so much, But more about the earth and about bacteria and viruses than we should know about ourselves. Definitely, we know more than ever about the functioning of our selves. We have numerous imaginations about who we are? And where we fit into the biosphere? For instance, Other than that somewhere we have lost ourselves as humans. We, meaning the western "we," assume and accept that we are totally spaced out from the earth and all other creators. We believe that we own the planet [3].

Mood:

The purpose of the present investigation is to demonstrate the goal setting that varies with happy/sad mood-induced states in young children. In turn, on the basis of current Goal Setting Theory, it was predicted that goal level mediates the child's subsequent performance. Young children are assigned randomly to either happy or sad mood induction states are asked to set their own goals, and then performed the task [7]. In the light of findings, mood state is manipulated effectively in the children, with the following result: A happy mood state produced a significantly higher goal and superior performance than a sad mood state. However, no strong evidence is provided for the notion that goal setting is mediated the impact of mood induction upon performance. The developmental implications of these findings are discussed.

Gender:

In integrating theoretical perspectives of self-determination and goal-setting, this study proposes a conceptual model with moderating and mediating effects exploring gender issue in autonomy-supportive learning in higher education as research context. In the proposed model, goal-setting attributes, i.e., individual determinants, social determinants, and situational determinants, have substantial prediction on goal attainability and goal commitment. Goal commitment has prediction on goal attainability. Additionally, perceived support mediates the causal effect of goal-setting attributes on goal attainability. In other words, goal commitment has partial mediating effect of goal-setting attributes on goal attainability. Further discussion and implications are also included in the study.

Age:

Across the lifespan, goals provide the individual with standards and ideal outcomes to consider in evaluating personal functioning in a variety of different domains. As per the view of Stine-Morrow, Milinder, Pullara, & Hennis, 2001, Adults of all ages were able to allocate additional attention to that more challenging goal and successfully recall assigned texts [6]. Studies on aging provide a unique context for examining the impact of cognitive ability variations because decades of research have revealed age-related declines in various cognitive abilities (Anderson & Craik, 2000). As one would expect, empirical evidence indeed shows that age-related cognitive limitations sometimes affect how much gain is achieved as a function of goal setting.

Location:

A research to know how the desire turns towards the life ambition (or) how it will shows its impact on a person's life. Many people in the world are leading their lives without goals. Ordinary man thinks that constructing a house is his life ambition; whereas someone feels that buying a car is his life ambition like that every man is fixed to some small things as his life ambitions. Sometimes ambitions (goals) are changed depending on the place. In the agency areas, some people expect good and happy lives but a few people want to become leaders and business men etc. Many people want to lead happy lives. In that situation how many people try to achieve their life ambition? A social survey is also conducted on how the people put efforts towards their ambitions.



Motivation:

Together organized so many events such as Rangoli and Dumb chat, Floor crossing, group discussions, quizzer etc., motivated so many students to participate in such an event to get knowledge as well as entertainment. As a member of women-empowerment committee, spent a lot of time with girl students, spent most of time with girls in order to explain the gender inequality, and how we can cross over the situations and filling motivation in them. If one is educated in anyway not only with studies, even with profession, no one profession is cheaper. Levels of work is categorized, But "work is worship". Ever one should work for food and live on. So we can create new and useful things from the wastage or unused things.

In India, government motivates and educates the people by giving continuous comments on school walls, panchyat walls by conveying some messages such as "Swacha Bharat", "Nirmal Bharat" and "Pachhani Chetlu Pragathiki Metlu" etc.



- Government creates social awareness through various activities.
- Our prime minister has dreamed, our India to be "Swacha Bharat"[5].
- Sonia Gandhi has dreamed about "Nirmal Bharat".



Gandhiji has dreamed about freedom in India. He has many desires[4]. He guided the people to stay on a single line that is unity.

- Every god or cast or religion speaks about the holiness only.
- Bad will not survive any more.
- Truth will have right path.
- Don't consume alcohol.
- No smoking.
- Don't kill and eat other creatures.
- Always be a vegetarian.
- Leave the angriness.

This research is not for specific ones, if it is not useful to students, to the society, to the nation then it will be useless. As part of that, developed a counseling form for the students to motivate them and to make them work towards the institutions objective.


| | | | | | | |
|--|---|---------------------------------|------------|--------------|---|--------|
|  Chirala Engineering College | | STUDENT COUNSELLING FORM | | FB 16 | | |
| Student name | | Roll No | Year & sem | Branch | Section | Date |
| Are there any changes in address, contact details, etc.? | | | | | | |
| Previous counselling details and development/transformation observed, if any: | | | | | Date | |
| Issues/problems that caused the student to have this counselling | | | | | Attd % till now | |
| | | | | | Backlogs | |
| | | | | | I Sem | II Sem |
| | | | | | | |
| Mid Marks in courses | I | II | III | IV | V | VI |
| Brief record of discussions in this counselling session | | | | | <i>Aspects to be covered:</i> <ul style="list-style-type: none"> • Studies in college • Co-curricular or extra-curricular activities • Library • Physical conveniences • Bus journey • Stay and food in hostel • Dining room facilities • Inter personal relations • Canteen and water facility • Cleanliness and sanitation • Working hours • Material for courses • Manners and education • Dress code • Targets • Scholarships • Any problem in labs • Usage of cell and vehicles • Punctuality • Any other problems | |
| | | | | | Next counselling session and expected changes from the student | |
| <small>Student's signature on counselling</small> | | | | | Counsellor's signature with Date | |

Figure 1: Student counseling form

Teacher is one who transforms knowledge to students through her principles, conduct, content, morality self-discipline etc[1]. No teacher will ever become completely ideal and successful in real life. Becoming entirely ideal and successful would mean that the teacher has achieved such a level of excellence that she or he no longer needed further effort toward development. As a teacher or lecture one can teach the students, and facilitate to their requirements.

They look inside the following

What we have been teaching

- How we have been teaching
- Where is the scope of improvement

The teachers not only look for carrier improvement but also for their future and how it can be useful to the country. If every person is self motivated towards the improvement of the nation then every one will think to make a wish service our pride nation.

| NAME | MOOD | | LOCATION | OCCUPATION | AGE | GENDER | LIFE AMBITION | NATURE | | | INTERESTS /HOBBIES | GIVEN /WHAT TYPE OF FIRM | HOW IT'S Related TO YOUR LIFE | BELIEF In GOD (OR)NOT |
|---------------|-------|---------|------------------------|------------|-----|--------|---------------------------|----------------|-----------------|------------|-----------------------|--------------------------|-------------------------------|-----------------------|
| | HAPPY | SAD | | | | | | self motivated | need motivation | rude: | | | | |
| Radha Krishna | Happy | NOT Sad | Mumbai (Kandivli area) | Teacher | 51 | M | To become good politician | NO | Yes | little bit | Smoking, watching T.V | factory | Not related to firm | Yes |

Figure 2: Sample survey form

It is an association analysis. From this we want to estimate the result.

Association analysis can be defined as a set of transactions to discover rules that indicate the expected occurrence of an item based on the occurrences of other items in the transaction.

An implication phrase of the form XY, where X and Y are item sets.

Association Rule Evaluation Metrics

Support (s) = Fraction of transactions that contain both X and Y i.e.

Confidence (c) = Measures how often each item in Y appears in transactions that contain X

C = Support (X + Y)/Support (X)

Why Analytics?

Generally speaking that Analytics/Data Science/ Data Mining is among the most sought after skills today [2]. There is a huge demand for Data Scientists/ Analytics Professionals globally in almost every possible sector-Financial Services, FMCG/CPG, Retail, Telecom, Technology, Supply Chain, Social Sciences, health care and so on such that, a lot of experiments were conducted for validation by a large number of independent teams across the globe, and the results of those were analyzed using multiple techniques.



Figure 3: Association analysis

Results:

Based on the survey reports, the results were obtained as considered. The resulting approach is not meant for that this is the only right information. May be sometimes even the mood is not good also some people will express their views correctly why because they are self controlled people.

This is the one example approach obtained based on location.

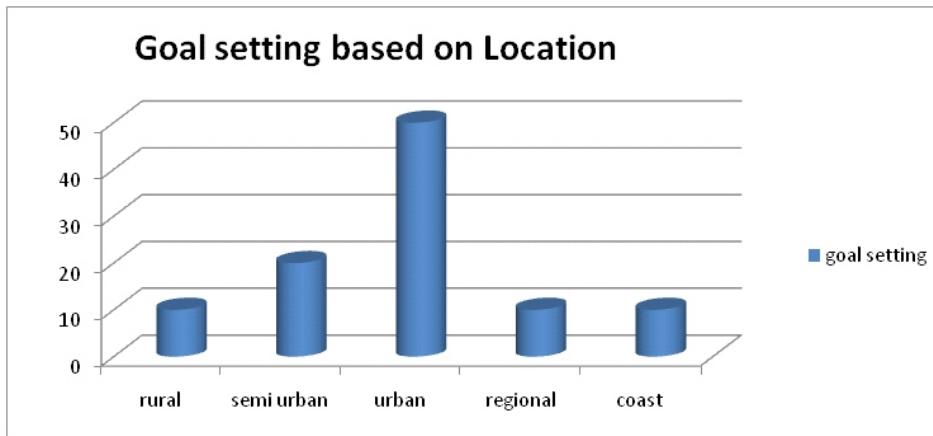


Figure 4: Goal setting based on location

Conclusion:

Everyone is having some sought of intelligence. Parents are first teachers to every human being. Being Parents they have to think about their children life. They should have a short term goal. That associates to the long term goal. Then that goal leads to the life ambition. With dreaming and then planning according to that will lead bright future to our nation. Let the people know about the work is worship. If they have proper life Ambition then it will be futuristic otherwise human being will always be a lazy person.

References:

1. Faculty Development For Teaching Engineering by Rajnish Prakash (Author), T. V. Prasad (Author)
2. <http://www.kdnuggets.com/>
3. <http://www.opednews.com/articles/Have-We-Lost-Our-Humanity-by-robert-wolff-130201-608.html>
4. <http://www.biography.com/people/mahatma-gandhi-9305898>
5. <http://www.narendramodi.in/pms-message-on-swachh-bharat/>
6. http://www.psych.ufl.edu/ebnerlab/WestEbnerHastings_BookChapter_2013%282%29.pdf
7. <http://link.springer.com/article/10.1007%2FBF00992168#page-1>
8. <Http://www.ccsenet.org/journal/index.php/jel/article/view/29732>

...