

**Work Exhaustion Turnover Intention Among Journalists
(Print Media women Journalist versus Electronic Media women Journalist)**

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Abstract

Journalism is amongst the top ten stressed workplaces in India. Excessive stress proves to be harmful for an individual. It ultimately leads to compromised health and loss of productivity. Absenteeism, shirking work responsibilities, arriving late, leaving early, etc., loss of productivity, increase in employee turnover, more of error prone work, memory loss, etc., cribbing, various psychological and psychometric problems, over-reacting, arguing, getting irritated, frustration, suicides, deteriorating health, more of accidents, etc., eating disorders, excessive smoking and drinking, insomnias, depression, improper work, delay in completion of job etc. are the outcomes of stress. Stress experienced by one employee can affect the security of other employees also. Productivity is directly related with the health of an employee. Healthy an employee, higher the productivity and vice-versa. Workplace stress has a significant impact on team performance, employees well being and overall performance of an organization.

The present study is attempting at finding out the variables affecting the work exhaustion and hence turnover intention among the Print Media Women Journalists as well as Electronic Media Women Journalists. For this Regression analysis has been used as one of the statistical tool.

Key Words: *Work Exhaustion, Turnover Intention, Stress, Print Media, Electronic Media*

1. Back drop

Today workplace stress is becoming a matter of concern for all the organizations. Media sector is no more an exception. Workplace stress has emerged as a black plague in this present scenario. In India, media sector is amongst top ten stressed work places. Despite of feeling relaxed with the advent of modern technology and innovations in the Media Sector, journalists are feeling overloaded with work and stressed out. With the advancement in technology, Media sector has to make rapid changes. It has become hard for employees to cope with these changes. and the result is stress. An attempt has been made to study the causes and effects of stress amongst women Journalists. The ways to manage stress has also been suggested. Measures to overcome stress that affects the physical and mental well being of employees are also suggested in the paper.

2. Objective of the Study:

- A Study attempting at finding out the variables affecting the work exhaustion and hence turnover intention among the Print Media women journalists as well as Electronic Media women Journalists.
- To study the causes of stress among women Journalists.
- To study the effect of stress on productivity of the Media Houses

3. Review of Literature:

Job is an important part for many people's life and professional stress related to job is inevitable. There is a firm relation between profession-related stress and performance and there is evidence to support that the stress affects organizational and individual productivity (Bradley & Sutherland, 1994). It is a contemporary issue both for the employees and employers and has become an unavoidable factor in the high performance corporate culture. There are many kinds of stresses in human life; but professional stress or the one that is related to job is unique in nature and may become "the silent killer" if not managed properly (Tarkovsky, 2007). Professional stress causes different kinds of physiological, psychological, and behavioral symptoms that may lead to collapse of human machine. Organizations and employees must deal with the issues of professional stress and should be smart in tackling stress to stay productive. Employees should be knowledgeable regarding the causes to meet professional stress on time. Professional stress occurs when the employees find disparity between job and work environment especially when they need to work under different categories of pressures and anxieties (Nawe, 1995; Maslach, 2003). Continuing a stressful job may lead to sudden burnout situation at workplace, and could develop negative self-image and other symptoms of stress (Caputo, 1991). The press serves the role of delivering new information quickly, accurately, and consistently (Sang-young & Cho, 2014) and the electronic media in India has grown rapidly and currently, playing a significant role in contributing to the entertainment industry. Since 1997, the industry witnessed a significant qualitative and quantitative change when this sector was privatized.. News is a common product of all TV channels and due to more competition caused by the increasing number of television channels (Azad & Hussain, 2015), enormous stress on the news reporters is given. Journalism is one of the most stressful careers that have to deal with deadlines, busy work environments, tight schedules, extensive travelling, fulfilling the demands of the editors, and the fear of being killed and laid off (Shmoop, 2014). The profession is been rated in the top ten stressful jobs amongst all the professions in the world and faces a shrinking job market (Shapley, 2013). A large number of news reporters in India had complained that they could not even report fair news by the threats and pressure of employers and effected parties (Azad & Hussain, 2014). Journalists are often subject to dangerous and life threatening situations and encounter considerable amount of psychological pressure besides other stress, i.e. work overload and job insecurity. Existing studies hardly succeeded in finding out finding out the stress depicts, and rarely generated many ideas to mitigate professional stress (Teasdale, 2006).

3. Methodology:

A Study attempting at finding out the variables affecting the work exhaustion and hence turnover intention was carried out in the NCR during 2016-17. The study was confined to women journalist in electronic media and Print Media. A sample of 150 respondents was taken.

4. Testing of Hypothesis:

The following hypotheses were tested for the women journalists from print media, as well as for the electronic media.

H1: Perceived workload will positively influence work exhaustion (WE) among women journalists

H2: Job Autonomy will negatively influence work exhaustion (WE) among the women journalists . If job autonomy is low then the WE will be high.

H3: Fairness of reward will negatively influence work exhaustion among the working women journalists. If the fairness of reward is high then the work exhaustion will be low.

H4: Work exhaustion will positively influence the turnover intention among the women journalists. If the work exhaustion is high, the turnover intention will also be high.

To test the above hypothesis, a questionnaire was prepared having subscales measuring each of the constructs listed in the Moore's model. The subscales were assessed by using an 8-point Likert Scale. The subscales were on: job autonomy, work-family conflict, work exhaustion, perceived workload, and fairness of reward and turnover intentions.

Before analyzing the data obtained from the filled-in questionnaire, the reliability and validity of the scales used in the study for women journalists of print media and women journalist of electronic media were tested. To check the reliability of the scale, Cronbach alpha was used and the value was found to be quite high, indicating that a further analysis could be carried on the data.

4. Analysis

The confirmatory factor analysis was conducted to assess the validity of the scale, both among the women journalist of print media, as well as among the women journalist of electronic media. The results were in accordance with the scale formulated.

The five hypothesis could be mathematically written as –

$$WE = f (PWL, FoR, JA, WFC) \quad (1)$$

$$TI = g (WE) \quad (2)$$

Where,

PWL = Perceived Workload

FoR = Fairness of Rewards

JA = Job Autonomy

WFC = Work-Family Conflict

WE = Work Exhaustion

TI = Turnover Intention

Equation (1) states that work exhaustion depends upon the perceived workload, fairness of reward, job autonomy and work-family conflict. Equation (2) states that the turnover intention depends upon work exhaustion.

4. A. Regression equation of work exhaustion for women journalist of print media.

$$WE = 3.464 + 0.06 \text{ PWL} - 0.021\text{JA} + 0.395 \text{ WFC} - 0.308 \text{ FOR}$$

$$t \text{ value} = (5.04)^* (0.564) \quad (0.237) \quad (3.924)^* \quad (3.533)^*$$

*= Significant at 1 per cent

$$R^2 = 0.449$$

$$F \text{ value} = 14.268$$

The regression results indicate that both the perceived workload and the work-family conflict positively influence the work exhaustion. This is evident from the positive signs of the estimated coefficients of the corresponding variables. This means if the perceived workload and work-family conflict increase, there is increased work exhaustion. Further, job autonomy and fairness of reward negatively influence work exhaustion. This is evident from the negative signs of the estimated coefficients of the corresponding variables. This means that if these two are increased in an organization, it will result in a reduction of the work exhaustion. It is found that work-family conflict and fairness of reward are significant variables in influencing work exhaustion as indicated by the one-tailed t test at a 1 per cent level. Work-family conflict is found to be the most important variable in influencing work exhaustion followed by the fairness of reward, perceived workload and job autonomy. The significance of R^2 as tested by the F statistic indicates that the regression equation is significant. The results indicate that the hypotheses numbering 1 to 4 hold true.

4. B. Regression Equation of Work Exhaustion for women journalist of Electronic media

The regression results for women journalist of electronic media are given below:

$$WE = 5.401 - 0.282 \text{ PWL} - 0.21\text{JA} + 0.423 \text{ WFC} - 0.254 \text{ FOR}$$

$$t \text{ value} = (5.241)^* (2.615)^{**} \quad (1.848)^{**} \quad (3.183)^* \quad (2.708)^*$$

*= Significant at 1 per cent

$$R^2 = 0.371$$

** = Significant at 5 per cent

$$F \text{ value} = 10.325$$

The above regression equation indicates that the perceived workload, job autonomy and fairness of reward negatively influence work exhaustion. This means an increase in their value would result in the reduction of work exhaustion. Further, the fairness of reward is significant at a 1 percent level, whereas the remaining two are significant at a 5 percent level. The results indicate the negation of the first hypothesis, which states that with the increased perceived workload, the work exhaustion should increase. The variable work-family conflict significantly and positively influences the work exhaustion at 1 percent level. The R^2 for the regression equation is 0.371 resulting in an F value of 10.325, which is significant. The results indicate that except for the first hypothesis, all other (H2, H3 and H4) hold true.

4. C Regression Equation of Work Exhaustion for women journalist of print media

The results of the regression equation using work exhaustion as a predictor variable to explain turnover intention is given below:

$$\begin{aligned} \text{TI} &= 2.277 + 0.293 \text{ WE} \\ \text{t value} &= (3.85)^* (2.039)** \\ * &= \text{Significant at 1 per cent level} \\ ** &= \text{Significant at 5 per cent level} \\ R^2 &= 0.054 \\ \text{F value} &= 4.158 \end{aligned}$$

The regression results indicate that work exhaustion is positively related to the turnover intention of a school teacher as indicated by the positive slope coefficient of the work exhaustion variable. Further, it is significant at a 5 per cent level of significance as indicated by the t statistic. The R^2 value is 0.054, which is quite low but is significant at a 5 per cent level. The regression indicates that with an increase in work exhaustion among women journalist of print media, their intention to leave the job increases, thereby showing that hypothesis number 5 holds true.

4. D. Regression Equation of the Turnover Intention for the Combined Sample of women journalist of print media and women journalist of electronic media.

The estimated regression equation to explain the turnover intention for the combined sample is given below:

$$\begin{aligned} \text{TI} &= 2.131 + 0.391 \text{ WE} \\ \text{t value} &= (5.539)^* (4.036)^* \\ * &= \text{Significant at 1 per cent level} \\ R^2 &= 0.099 \\ \text{F value} &= 16.29 \end{aligned}$$

It is seen from the regression equation that the work exhaustion positively influences the turnover intentions of the women journalists. Further, it is a significant variable at a 1 percent level of significance. The regression results in an R^2 value is 0.099 which is poor but significant as indicated by the F value. The positive relationship between the work exhaustion and the turnover intention indicates the validity of hypothesis numbering 5.

5. Conclusion:

Therefore, it can be concluded that among the women journalist of electronic media respondents, the work – family conflict emerged as the most significant independent variable that impacts work exhaustion, i.e. H3 of the study was proven and the results were found to be significant. The next significant variable found for the group was the fairness of rewards, i.e. H4 of the study and was found to be true and significant. Thus, it might be that the fairness of rewards received by the women journalist of print media might mitigate the effect of the work exhaustion. Perceived Work overload was the next variable to impact the work exhaustion, the H1 of the study was found to be true but statistically insignificant. This could probably be because of the moderating effect of the individual differences amongst the respondents in terms of their

personality, where the work responsibilities might be perceived as very stressful by some individuals and at the same time not at all exhausting from another perspective. The last variable impacting the work exhaustion was job autonomy, thus H2 was found to be true but statistically insignificant.

References

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