Factorial Analysis of Professional Stress in Journalism (A Study on Media Journalists of India)

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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. To meet the objectives of professional assignments, journalists often suffer from high level professional stress. The key objective of this study is to identify the major determinants of professional stress of journalists in electronic media. The study is, to a large extent, based on quantitative data collected through personal interview of 100 journalists of Media industry. The study reveals that inadequate support from management is the most heated cause of professional stress. However, the result also concludes "harassment" at workplace as an insignificant determinant. Other major determinants of stress are "unclear objective", "insecure job climate", "excessive time pressure", "friction", "long working hours" and "life threat" found in the study.

Keywords: Work Exhaustion, Turnover Intention, Stress, Print Media, Electronic Media

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I.   BACKDROP OF THE STUDY

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

A study released by the National Advertising Benevolent Society (NABS) has revealed that 23% of workers in the creative and media sector find their working environment overly stressful most of the time – and two-thirds (65%) admit to reaching points in their career when they felt so stressed they were unable to cope.

It also found that 84% percent of advertising and media employees say demands on them have risen over the past year, one in seven now works more than 55 hours a week and four in ten mainly attribute their stress to external sources such as client demands.

What's more, over half are worried about telling senior staff they're feeling stressed, in case it's viewed as a sign of weakness (rising to 69% among newly-employed graduates). Ironically however, the majority didn't view a colleague who admitted to suffering from stress as being weak.

With government data showing that stress costs the UK £6.5 billion per annum from lost work days, the impact is felt keenly in the high-pressure creative world.

It's agencies that seem to be particularly affected: 90% of workers in media agencies feel demands have increased this past year, as against 77% of those working for media owners. Meanwhile creative agencies are apparently the most stressful environments in the sector: 26% of employees describe them as overly stressful most of the time.

II.   OBJECTIVES OF THE STUDY

1) To identify and rank the determinants of professional stress of media journalists.
2) To recommend specific interventions to minimize professional stress of them.

III.   LITERATURE REVIEW

Professional stress could be a chronic life-threatening syndrome raised from the work conditions that may negatively influence employees' productivity and personal well-being. According to World Health Organization (1948) stress are states of comprehensive physical, mental, and social illness in a person. Though, no profession is stress-free; and has some degree of strain, and anxiety that could result in productivity and satisfaction at work or may lead to negative results like mental and physical illness if the stress is excessive (Teasdale, 2006). Work-related stress is considered as the foremost cause of a wide range health problems (Kivimaki et al., 2006),and is strongly connected to staff turnover, absenteeism, poor morality and declining productivity (Noblet & Lamontagne, 2006). Increasing level of workplace stress can lead to serious legal allegation against any employers like compensation claims, disciplinary issues, and workplace violence Brady (cited in Babcock, 2009). According to Canadian Underwriter (2004), factors that causes professional stress include conflict/friction among the co-worker (University of Cambridge, 2014; Friedman et al., 2000), bulling by the supervisors, job insecurity, and the absence of freedom in decision-making (University of Cambridge, 2014), and some personal issues i.e. family pressure, financial constrains abuse etc. It could be also generated out of fear of uncertainty, unrealistic deadlines and interpersonal conflict (Babcock, 2009). Professional stress mostly occurs by long working hours that may cause cardiovascular attack (Uehata, 1991). It also interferes family life and psychological distress (Major et al., 2002). In many times, bullying and organizational incivility are one of the most upsetting issues for the employees (Gholipour et al., 2011), that might be caused by allegation, rudeness, frightening, malevolence, insult which directs to aggravation, threat, disrespect, and deterioration of self-confidence (Lee,

2000). However, the more common psychological job stress is anxiety, and depression that negatively impacts work environment (Teasdale, 2006). As stated in the U.S Department of Health, Professional stress is harmful physical and emotional responses when the job description of a job does not match the capabilities, resources, or needs of the employees. The fight to stabilize the work and family life is purely one of the many stressors that an employee faces at work (Tyler, 2006). In many times professional stress are created by pressure of ethical conduct (Ulrich et al., 2007; Glicken, 2013). To combat the stress the managers must audit and acknowledge the presence of stress at workplace should undertake stress management interventions to reduce the levels of stress of their employees (Sidle, 2008). According to Jones et al. (2003), it is found that stress management interventions

improve physical and mental health, reduces costs of the employers, and facilitates the reintegration of effected employees into workplace and it is an integral component of health promotion program of an organization (Kobayashi, 1997). There are three broad categories of stress management interventions exposed by Ivanevich et al. (1990), i.e. reducing the current stressors, identifying the employees under stress and aiding the employees to adjust with the situation that causing stress.

IV.   METHODOLOGY, SCOPE AND LIMITATION OF THE STUDY

The methodology of this study was designed to address of objectives of the research. The study is descriptive in nature, followed inductive research approach and a survey based research strategy. The methodological choice of the research is both qualitative and quantitative. The survey intervenes to collect required information and data through structured questionnaire. An extensive literature review was conducted to identify the most common determinants of professional stress and the questionnaire was developed based on the identified variables. Total 100 journalists were interviewed with a view to making the study informative and representative and a close-end questionnaire survey was conducted too. The questionnaire contains 15 questions and a 5-point likert rating scale (5 *Strongly agree*…1 *Strongly disagree*) were used to capture the opinion of the respondents about important determinants of professional stress. The respondents were mostly male news reporters and camerapersons who have permanently employed in this sector for last five years. The survey was carried out during May to June 2017

Data analysis of the study used intensive statistical tool such as multivariate analysis technique, specifically Exploratory Factor Analysis (EFA) with the support of SPSS. Important determinants of professional stress have been identified by considering the loading value of each variable. Higher loading value is considered as high importance of professional stress and vice versa. The respondents were asked about their feelings of stress in terms of the variables, i.e. are they clear about their job objectives? Do they feel time pressure? Are they overloaded with responsibilities? Is there a friction among the peers? What about their feelings of job security.Are they under life threat?, and so on.

The present study has their level best to cover up many issues regarding the professional stress of journalists. However, the study has some limitations too. Major limitation of the study is the scope of the research, as the area does not cover all the television channels of Bangladesh due to financial constrain of the researcher. The sample size was limited to 55 as the research was supposed to be completed in a limited period. The demographic data of the respondents, i.e. age, gender, and others are not considered in the study. The researcher was bias to theories of stress management only to develop the model of the research and interpretation & analysis of the data were organized in accordance to that. The possibility of respondent's responses being biased cannot be ruled out too.

V. INTERPRETATION OF THE OUTPUT OF THE FACTORIAL ANALYSIS FROM SPSS

Table 1 given below is giving the value of Mean and Standard deviation of 14 variables

Table 1: Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Unclear objective	2.0500	.86894	100
Excessive time pressure	2.2400	.87755	100
Unachievable deadline	2.1000	.73168	100
Long work hour	2.0800	.90654	100
Work overload	1.9200	.66180	100
Fast work	2.0200	.66636	100
Less freedom	1.9600	.70953	100
Inadequate support	2.1900	.70632	100
Workplace harassment	1.9800	.68135	100
Friction	2.2600	.71943	100
Pressure for un-ethical conducts	2.1600	.83750	100
Insufficient compensation package	2.0700	.70000	100
Family pressure	1.7900	.60794	100
Possibility of life threat	1.9300	.68712	100
Insecure job climate	2.780	.71258	100

5.a Scree plot

The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten between factors 6 and 7. Note also that factor 6 onwards have an eigenvalue of less than 1, so only six factors have been retained**.**

Figure 1: Scree Plot
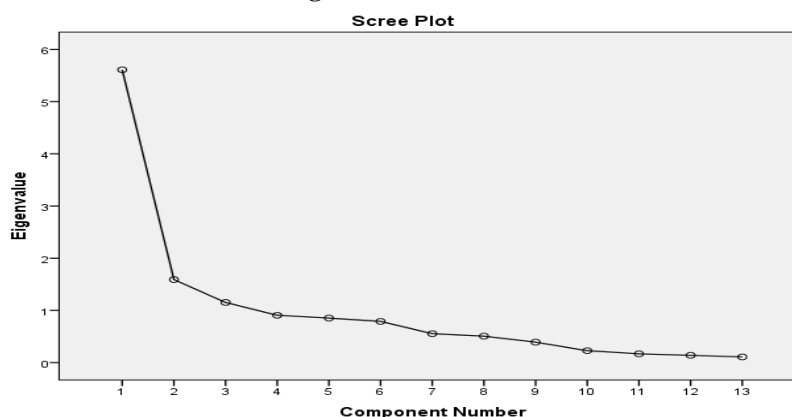
5. b. Communalities

The next item from the output is a table of communalities which shows how much of the variance (i.e. the communality value which should be more than 0.5 to be considered for further analysis. Else these variables are to be removed from further steps factor analysis) in the variables has been accounted for by the extracted factors. The table no 3 given below shows us the communalities of the respective attributes based on the Principal Component Analysis.

Table -2: Communalities

	Extraction
Unclear objective	.833
Excessive time pressure	.646
Unachievable deadline	.600
Long work hour	.603
Work overload	.417
Fast work	.722
Less freedom	.648
Inadequate support	.619
Workplace harassment	.734
Friction	.426
Pressure for un-ethical conducts	.715
Insufficient compensation package	.812
Family pressure	.851
Possibility of life threat	.782
Insecure job climate	.657

The tableno. 3 shows us the actual factors that were extracted. If we look at the section labelled "Rotation Sums of Squared Loadings," it shows us only those factors that met our cut-offCriterion (extraction method).In this case, there were six factors with eigenvalues greater than 1. SPSS always extracts as many factors initially as there are variables in the dataset, but the rest of these didn't make the grade. The "% of variance" column tells us how much of the total variability (in all of the variables together) can be accounted for by each of these summary scales or factors. Factor 1 accounts for 13.394 % of the variability in all 14 variables, and so on.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.530	18.072	18.072	1.875	13.394	13.394
2	2.015	14.395	32.468	1.734	12.387	25.781
3	1.529	10.925	43.393	1.708	12.196	37.977
4	1.468	10.485	53.878	1.590	11.357	49.335
5	1.102	7.874	61.752	1.463	10.451	59.785
6	1.026	7.329	69.081	1.301	9.296	69.081
7	0.925	6.607	75.687			
8	0.829	5.925	81.612			
9	0.677	4.834	86.446			
10	0.550	3.928	90.374			
11	0.408	2.913	93.287			
12	0.382	2.728	96.015			
13	0.304	2.175	98.190			
14	0.253	1.810	100.000			

Extraction Method: Principal Component Analysis.

A summary of the exploratory factorial analysis of benefits of e procurement is given below in table no. 4

Table No – 4: Summary of the Exploratory Factorial Analysis of Professional Stress in Media Sector

Items /Attributes	Rotated Factor Loading					
	1	**2**	**3**	**4**	**5**	**6**
Unclear objective					0.849	
Excessive time pressure			0.834			
Unachievable deadline			0.615			
Long work hour				0.742		
Work overload				0.661		
Fast work	0.692					
Less freedom	0.601					
Inadequate support						0.888
Workplace harassment						
Friction		0.801				
Pressure for un-ethical conducts				0.606		
Insufficient compensation package		0.618				
Family pressure		0.691				
Possibility of life threat	0.838				0.710	
Insecure job climate						
% of Variation	*13.394*	*12.387*	*12.196*	*11.357*	*10.451*	*9.296*
Cumulative % of Variation	*13.394*	*25.781*	*37.977*	*49.335*	*59.785*	*69.081*

Table -5: Identification of Factors

Factor	Variables	Loading Value	Eigenvalue	Percentage of Variation Explained
1	Insecure job CLIMATE Fast work Less freedom	0.838 0.692 0.601	2.530	18.072
2	Friction Family pressure Insufficient compensation package	0.800 0.691 0.618	2.015	14.395
3	Excessive time pressure Unachievable deadline	0.834 0.615	1.529	10.925
4	Long working hours Work overload Pressure for un-ethical conducts	0.742 0.661 0.606	1.468	10.485
5	Unclear objective Possibility of life threat	0.849 0.710	1.102	7.847
6	Inadequate support	0.888	1.026	7.329

Source: Compiled from SPSS Version 20.

VI.   ANALYSIS

The study shows a clear picture of the presences of professional stress in electronic media journalism and identified the influencing determinants that causing stress in their professional life. The main findings of the study are:

1) The six factors that are found out of 14 variables.

2) Loading values of the variables are greater than 0.50 and found positive in relation to stress.

3) Some having highly significant relationship, as their loading value is more than 0.80. Highest loading vale Scree Plot helped to identify 6 important Factors which has EIGEN Value Greater than 1 and the table of "Total Variance Explained'' suggests us that this 6 Factors explains 69.08 % of the total variance in the Analysis**.**
The ''Rotated Matrix table'' helps us to identify the name of these six factors which are detailed below:

Factor 1:
It is clear that attributes like Insecure job climate has loading of.**838,**   Fast work has loading of **.692.**,   less freedom **.601** ,   If we club these attributes, we can define this factor   as **'Job Uncertainty''.**

Factor 2:
As we see the friction has loading of **.0.80** and family pressure has loading of **0.691**and insufficient compensation package has loading of 0.618 , so we may define this factor as ''**'Economic hardship''**

Factor 3:
As we can see that othe attribute**"excessive time pressure** has loading of ..834 and unachievable dealines has loading of 0.615. This third factor can be named as **"High Job Responsibility ''**

Factor 4 :
Factor 4 can be defined **as ''Unbearable Work Load''** due to variable like long working hours, work overload , pressure for unethical conducts having loading of 0.74,0.66,0.60 respectively **.**

Factor 5 :
Factor 5 can be termed as **as 'Uncertainty about** career **and life ''** due to variable like unclear objective and threat of life having loading of 0.84and 0.71 respectively.
Factor 6 : : Factor 6 is identified as **'Inadequate Support ''** having loading of 0.88

VII. RECOMMENDATIONS

Professional stress is a multi-dimensional situation of a person's life that could be caused by off and on the job stressors. In managing people with productivity and job satisfaction, professional stress management is a prime issue of consensus and consciousness for the new generation managers, employees, and the policy makers at large. The concept of professional stress and its major determinants could be an important issue of study to bring efficiency in work and balance in social life. The research could be helpful to identify the symptoms of stress, outcome, and impact of stress on performance of the journalists in the future.

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