

Mapping the Work-Home Conflict of Indian Fashion & Lifestyle Journalists: A Study of Punjab, Haryana and Himachal Pradesh Bureaus

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ABSTRACT

Pressures of fashion journalism are starkly different from the conventional form of journalism. The need to keep oneself updated with brands, appropriately dressed, maintaining a status quo are the top in the list of pressures on a fashion journalist. This study evaluates the pressure in the form of 'conflict' that a fashion journalist carries from work to home. The role clash or dissatisfaction in one section can cause commotion in the other. The conflict of work and home is particularly true in a competitive world. Balancing work and home and keeping conflict at bay is an important task for a fashion journalist. The credibility and high moral standards expected from journalists, the pressure of daily and hourly deadlines could often cause turbulence in social, emotional and family lives of these journalists, leading to many quitting the profession after certain years. Work-home conflict implies the pressures and conflict that an employee (a journalist in this case) carries from office to home. This paper maps the work-home conflict of 40 journalists from fashion, lifestyle and features segment of newspapers and magazines (print media) headquartered in Chandigarh, India (comprises journalists from Punjab, Haryana and Himachal Pradesh Bureau). These journalists rated and evaluated their 'work-home demands', 'detraction from work' and 'quality time given to family' on a Likert-type scale. Evaluation of this statistical study revealed that there was no significant difference in the impact of work-home conflicts of these fashion journalists vis-à-vis their genders, work profiles and monthly incomes.

Key Words: Work-Home Conflict, Fashion Journalists, Lifestyle Journalists, Media Professionals, Indian Journalists, Media Organizations

Prologue

Media as an industry, and journalism as a profession is crammed with deadlines. Ironically, these deadlines are not a monthly or yearly affair as in case of most other professions, but one day after another a journalist is expected to deliver with accuracy, speed and fairness (Stovall, 2011).

While the gigantic media and entertainment industry in India continues to flourish with steadfast market reports suggesting considerable growth in near future (FICCI-KPMG 2015), the employees' concerns are overlooked particularly in a situation where contractual employment has become a norm and job security is little (Press Council of India, 2010). The industry is expected to have crossed 1 lakh crore worth according to the latest FICCI-KPMG annual report 2015.

Handling work place pressure can become a daunting and tricky task for employees. Certain organizational role stress studies conducted in the Indian context reveal that high stress levels, resulting from employee intra-organizational and extra-organizational interactions, is a grave problem in reducing satisfaction and motivation

level of employees. Studies suggest that newspaper copy editors report a high level of emotional exhaustion and depersonalization than reporters. Nearly two fifths of editors also say they have a job-related health problem (Chaturvedi, 2009).

Organizations are so busy meeting their operational costs and safeguarding profitability, that well-being of employees has become a secondary concern. The cut throat competition has made performance inevitable while concerns like quality of work life of employees and their work place well-being has taken a back seat. However, the ambience provided at workplace can possibly make difference and eventually result in better productivity. Work-home conflict, along with several other organizational barometers, is a good way to map the conflict that an employee's work causes at his/her home, it could be due to odd working hours (which is true in the case of journalism) or other pressures like day-after-day performance, working on tight deadlines, etc.

Overview of Literature

Studies on Work-Home Conflict

Bacharach, Bamberger & Conley (1989) studied a sample of 215 nurses and 430 civil engineers to study the work-home conflict among these

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professionals and the mediating impact of role stress on burnout and satisfaction at work. This study focused on examining mediating role of work-home conflict among two groups of professionals in the context of a no-mediation/segmentation model. Alternative models examined were complete and partial mediation/spill-over models. The findings were in consonance with the partial mediation model compared to the other two models with respect to both groups of professionals. The results indicate the role conflict, regardless of the occupational group, serves as an important antecedent of work-home conflict and burnout.

Schieman, McBrier & Gundy (2003) interviewed 994 adult residents of metropolitan Toronto who were employed individuals to evaluate home-to-work conflict, work qualities and emotional distress. Depressive symptoms were measured using 20 items developed by the Centre for Epidemiological Studies (CES-D). The results reinforced the well-documented association between home-to-work conflict and psychological functioning. It was observed that work qualities can also affect emotional outcomes. Results indicated a positive relationship between home-to-work conflict, and both anxiety as well as depression are stronger when job autonomy is higher, the effects although are stronger in men. It was observed that jobs that involve boring and repetitive tasks might increase the risk for negative emotional experiences. Work-to-home conflict has a stronger effect on anxiety than home-to-work conflict. Work qualities and home-to-work conflict have synergistic effects on emotional qualities, it was found one interactive effect between work qualities and work-to-home conflict, which is positive relationship between work-to-home conflict and anxiety is stronger among men who hold jobs with greater routine structure. These findings indicate and support the argument that the effects of inter-role conflict on emotions vary according to the direction of spill over and the quality of work.

Bragger et al. (2005) studied the work-family conflict, work-family culture and organizational citizenship behavior among teachers. Participants included 203 teachers from five schools in Northern New Jersey and New York and they were made to fill questionnaires on organizational commitment, job satisfaction and organizational citizenship behavior. Work-family culture was assessed using *Thompson et al. (1999)* measure of work-family culture comprising 21-items. Levels of work-family conflict were assessed using *Kelloway, Gottlieb & Barham's (1999)* 22-item scale that assessed both time and strain-

based work interference with family (WIF) and family interference with work (FIW). Organizational citizenship behavior was assessed using *Podsakoff et al. (1990)* five-factor measure using 23 items. Organizational commitment was measured using *Meyer and Allen scale (1990)*, while job satisfaction was measured using short form of Minnesota Satisfaction Questionnaire with 20 items developed by *Weiss, England and Lofquist (1967)*. The study found strong relationship between work-home culture and Organizational citizenship behavior. The results also indicated a positive relation between work-family culture and organizational commitment among teachers.

Schieman & Glavin (2008) conducted a study on gender, flexibility at work and the work-home interface. Data was derived from 2002 National Study of Changing Workforce, a nationally representative sample of the U.S. labor force with a final sample of 2,671 individuals. Men reported higher levels of receiving work-related contact. There was no gender difference in levels of schedule control, men have a higher average level of job autonomy than women. The study contributed to, and, extended to three central themes of work-home interface literature (i) Work conditions that are typically viewed as resources- schedule control and job autonomy- are associated in different ways with work-home role blurring (ii) Association between work-home role blurring and work-to-home conflict varies differently across levels of schedule control and job autonomy (iii) Despite broad sociocultural changes in work and family life that are suggestive of egalitarian trends, several observations of the study vary for women and men. Since the border theory has been assumed a base for the study, the findings of the study challenge the idea of a weak border being necessarily more functional for individuals. The study concludes that work conditions, especially forms of flexibility, can generate negative consequences among those encouraged to be available 24X7. Therefore the observations of the study challenge researchers to consider the resourceful and stressful aspects of work conditions especially in relation to work-home interface and potentially different or similar ways that men and women experience these processes.

Theoretical Perspective

The job demand- job control model differentiates the two dimensions of work place, that is, the job demands and job decision latitude (**Karasek, 1979**). Job demands are the overload demands put on an individual and job decision latitude refers to the employee's decision authority and his or her skill discretion. Karasek explained the model

though concept of passive and active jobs, jobs with low and high demands respectively. In the context of stress reactions, he stated that combination of high demands and low decision latitude in high strain jobs, people's health well-being suffered seriously.

Gaps in Literature

- Negligible research on the well-being of employees in media, work place issues and organizational problems in the Indian media industry are completely absent in research field
- A major gap in the existing literature is the applicability of time-tested organizational barometers in the context of Indian media industry like work-home conflict. Pressures of each profession could vary!
- Limited literature on the occupational relationship as a possible factor affecting other organizational barometers to evaluate the well-being of employees

Aims and objectives

- 1) To critically examine the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **age and gender**.
- 2) To examine the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **employment status and language of media**.
- 3) To analyze the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **length of service and position in the hierarchy**.
- 4) To recommend **suitable strategies** for handling work-home conflict among fashion and lifestyle journalists in Indian media organizations.

Hypotheses

- **Ho1:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across different age groups.
- **Ho2:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across gender difference.
- **Ho3:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the employment section status.

- **Ho4:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the language of media in which they are employed.
- **Ho5:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their position in the hierarchy.
- **Ho6:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their length of service.

Research Design

- An **analytical** research design was adopted for the study.
- **Methods of data collection**-E-mails to journalists in order to get questionnaires filled and personal visits in specific to substantiate it and ensure fairness and high accuracy in data collection.
- **Type of data**- Primary data was obtained through structured questionnaire from **40 fashion journalists** working in print media organizations. Personal visits were done to ensure accurate filling up of questionnaires. Professionals involved in fashion and lifestyle news reporting, editing, production and selection of news as a full-time employee with any media organization were considered as participants (journalists).
- **Research tools for data collection**-The study is a **quantitative assessment** of an organizational parameter- work-home conflict. For this purpose, permission has been sought from authors/publishers to use the following the standard scale whose validity and reliability has been assessed in the Indian context.
- **Research Tool** - Work-Home Conflict Scale by Bacharach et al., 1991
- **Work-Home Conflict Scale**
Work-Home Conflict Scale is a 4 point Likert-type scale by Bacharach et al. assess the extent of conflict between work and home responsibilities. Work-home conflict is a form of inter role conflict in which the role pressures from the work and home domains are incompatible in some respects. This scale has been designed to check the degree to which a job disrupts and affects a person's life at home and attempts to incorporate a broad range of personal and social concerns for both

married and unmarried employees. Coefficient alpha for the measure is .77.

- **Methods of data collection**-E-mails to journalists in order to get questionnaires filled and personal visits in specific to substantiate it and ensure fairness and high accuracy in data collection.
- **Sampling Technique**- Purposive sampling technique was adopted.
- **Universe of the study**-The universe of the study comprised all fashion and lifestyle journalists working in print media organizations of Punjab, Haryana and Himachal Pradesh.
- **Operational definitions**- Following are a few key terms used in the study:

Work-Home Conflict: Work-home conflict is defined as a form of inter-role conflict in which the role pressures from work and family (home) domains are mutually incompatible in some respect (**Greenhaus & Beutell, 1985**). The work-home conflict barometer taps the degree to which the job impacts upon the individual's life at home (**Bacharach et al., 1989**).

Fashion and Lifestyle Journalists: Full-time journalists working with media organizations (print and non-print) in India (media professional engaged in news gathering, editing, production and decision-making process) including reporters, sub-editors, photojournalists, designers and editors responsible for news. Fashion and lifestyle journalists are mostly covering lifestyle, culture and fashion beat (a genre of news). In certain media organizations, fashion and lifestyle news is covered by a different segment/section altogether.

Indian Media Industry: Most often grouped as the Media and Entertainment (M&E) industry in India. The study focusses on print and non-print media organizations in the form of newspapers, newsmagazines, fashion magazines, news-supplements, electronic channels, internet news portals and news agencies supplying fashion and lifestyle news.

Data Presentation & Analysis

Following is the tabular as well as graphical formulation of all demographic variables.

Table 1 (Demographic Details)

		Frequency	Percent
Gender	Male	32	78.0
	Female	9	22.0
Age	Less than 26 year	3	7.3
	26-35year	13	31.7
	36-45 year	13	31.7
	46-55 year	9	22.0
	56 year and above	3	7.3
Length of services	0-5 year	6	14.6
	6-10year	8	19.5
	10-15year	14	34.1
	15 and more year	13	31.7
Position in Hierarchy	Editor	6	14.6
	Reporter	12	29.3
	Sub-Editor	19	46.3
	Marketing and response sectional Professional	4	9.8
Language of media In which journalists are employed	English	4	9.8
	Hindi	35	85.4
	Other Vernacular language	2	4.9
Section in which employed (Employment Status)	News and Editor	36	87.8
	Marketing and other	5	12.2

Figure 1

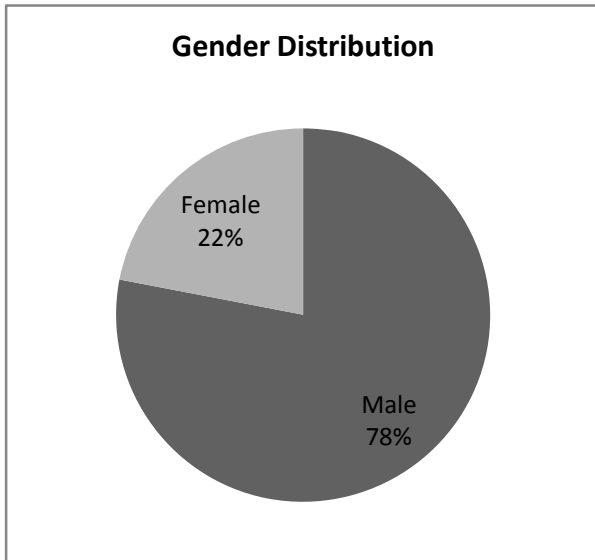


Figure 1.1

Figure 1.3

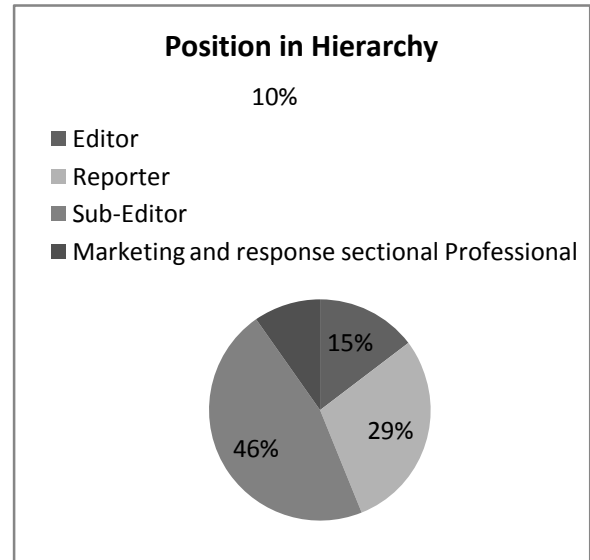


Figure 1.4

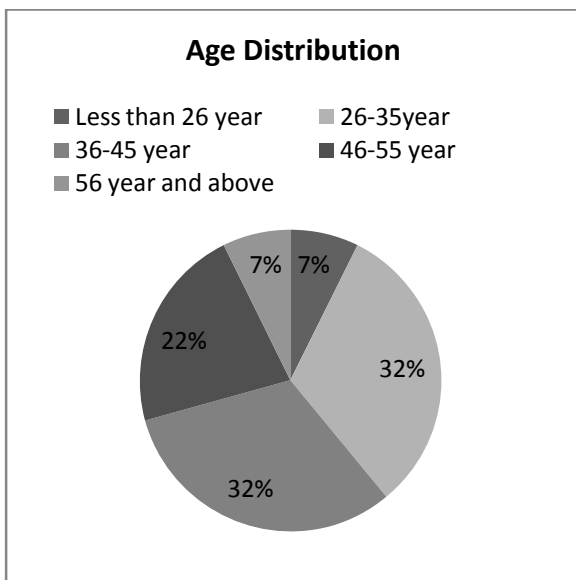


Figure 1.2

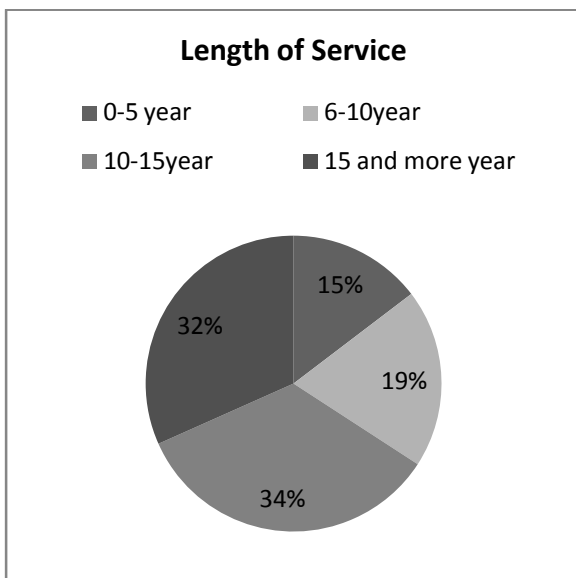
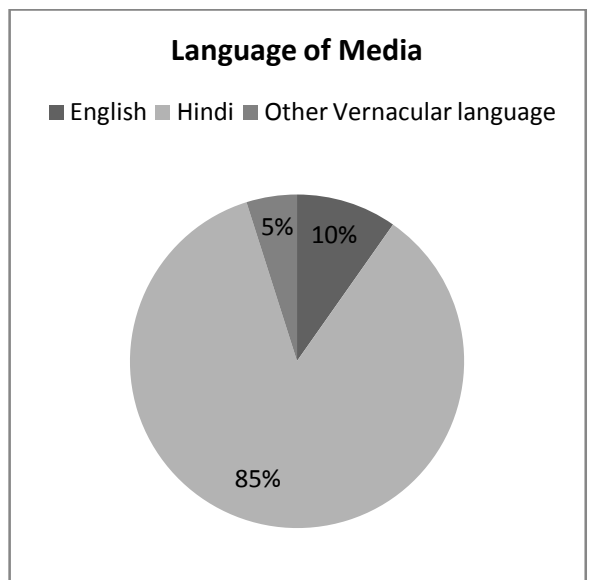


Table 2- Significance of Work-Home Conflict across demographics

	Gender	Mean	SD	F value	p value
Age	Less than 26 year	10.0	2.0	0.75	0.57
	26-35year	11.0	2.6		
	36-45 year	9.2	2.6		
	46-55 year	10.4	2.6		
	56 year and above	10.0	5.2		
Length of Service in Media	0-5 years	9.7	1.6	0.79	0.51
	6-10years	11.1	2.6		
	10-15years	9.4	2.8		
	15 years and more	10.5	3.2		

	Gender	Mean	SD	F value	p value
Position in Hierarchy	Editor	11.3	3.8	0.67	0.57
	Reporter	10.5	2.4		
	Sub-Editor	9.7	2.9		
	Marketing and Response Section Employees	9.5	1.0		
Language of Media	English	12.3	2.9	1.99	0.15
	Hindi	9.8	2.7		
	Other Vernacular language	12.0	0.0		

Table 3- Significance of Work-Home Conflict across two demographics proved substantial

	Gender	Mean	SD	t value	p value
Gender	Male	10.2	2.9	0.31	0.76
	Female	9.9	2.4		
Employment Section Status	News and Editor (Editorial Positions)	10.2	2.9	0.47	0.64
	Marketing and other (Non-Editorial Positions)	9.6	0.9		

The above table shows that the p-value or significance of gender and employment section is much higher compared to other parameters. This implies that work-home conflict is different for males and female journalists/ media professionals. Gender is one factor which affects the kind of pressure or conflict one takes from work to home. Whether one is employed in the editorial or non-editorial section of a media house also has a considerable impact on the work-home conflict. Media employees or professionals who belong to different age bracket, or position in the hierarchy, have different length of service or belong to different languages of medium do not have effect on their work-home conflict based on these parameters.

Table 4- Results

Hypotheses	Result
Ho1: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across different age groups.	Proved (implies true null value)
Ho2: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across gender .	Disproved
Ho3: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the employment section status .	Disproved
Ho4: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the language of media in which they are employed.	Proved
Ho5: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their position in the hierarchy .	Proved
Ho6: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their length of service .	Proved

Conclusions

- When it comes to age, position in hierarchy and language of media in which journalists are employed, there is a difference in their perception of work-home conflict. Age does have an impact on inter-role conflict and what work stress one carries home.
- Gender** and **employment section status** are two factors whose variation does not have an impact on the work-home conflict of fashion journalists.
- This implies that male and female journalists do not have a variation in their work-home conflict perception. The positive or negative impact is similar for both.

- Employees in editorial and non-editorial sections of media do not have difference in their work-home conflict perceptions.

Recommendations

Human resource professionals of various media organizations need to speculate results from variables such as work-home conflict to map the exact stress, work-load and interference that the work has on personal life of journalists. Particularly in the case of fashion and lifestyle journalists, policy and measures in to be put in place to ensure that the work load, quality of work life is assured and work-pressure related factors do not lead to wrong and distorted portrayal of news or hinders ethics of journalism. Scores of organizations in the world have already realized the importance of keeping employees happy and emotionally healthy. A major reason for this is better productivity and outcome. Organizations do demand results and a direct influence of work-home conflict, among other organizational barometers, could be on the productivity and efficiency of the employees.

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