

PalArch's Journal of Archaeology of Egypt / Egyptology

WORK-LIFE BALANCE: A MIXED METHOD RESEARCH STUDY AMONG WORKING WOMEN JOURNALISTS

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DIVAKAR. A.K.¹, GLADIOUS GUNA RANJINI. C.², SHANTHI. A.³, Work-Life
Balance: A Mixed Method Research Study Among Working Women Journalists.
Palarch's Journal of Archaeology of Egypt/Egyptology 17(6) (2020). ISSN 1567-
214X.

Keywords: Word-life balance, Mental health of women, Women and restrictions,
Working women journalists, Women and employment

ABSTRACT:

The role of women in society has been a role that is long overlooked. In the turn of the 21st century people slowly started to recognize the work that women were doing both at work place and at home. Though majority of work women do at home, especially in a third world country like India goes unnoticed, it is just now that people have started to recognize that unpaid work. On the other front though a lot of women have started to take up work, the hurdles faced by them are far greater than that of their working male counterparts. The researcher choose the field of journalism and conducted a survey and an in-depth interview among 118 working women journalist who worked at 14 different news organization across Tamil Nadu. The research aims to find out whether the working women journalists have a work-life balance and if not, it aims to seek out the reasons for the imbalance. The research employs statistical techniques such as ANOVA to find out the factors that affect the work-life balance and to back up the finding of the ANOVA test the results of the in-depth qualitative interview is utilized.

Women and Work

The 21st century promised to be an age where opportunities will be shared equally for men and women in social, economic, political and personal areas (Rajadhyaksha, 2004). There is an increase in the number of women who work full time and have the aspiration to climb up ladders as equal to their male counterparts (Davidson and Cooper, 1984). The reason for married women working full time is may be because of the awareness that is given about having only two children or less than two. By having fewer children, women get a lot free time which in turn helps them to look out for jobs outside. On the other

hand, unmarried women find it easy to be employed without many problems as she doesn't have many roles to play in the family. Whereas married women, have multiple roles to play at family from being a wife, mother, to in law, etc. Married working women should share her energy between family and work. In the process, she strains herself to balance both and family and work. The roles and responsibilities of a man are completely different from a woman at both home and work place. As far as our society is concerned, women is employed she is expected to prioritize roles at home than their employment role. Based on a UN study conducted in 2010, Indian women spend about 35 hours each week only on doing household chores and family responsibilities whereas men only spend 4 hours each week. So having a balance between work and home is one of the biggest challenges of women. The two directions of work-family conflict according to *Greenhaus and Beutell, (1985)* are work interfering with family and family interfering with work. Work-family conflict has multiple numbers of negative outcomes on women which is stress, reduced quality of life and also lack of commitment at both work and also at home. A rewarding work-life balance is attained with both high quality in work and also high quality family life. Work-life balance varies from individual to individual in different stages of life. A fresher and a spinster will have a different opinion on work-life balance in comparison with a married woman who has multiple roles to play. Now, the importance of work-life balance is the prime focus of companies in this age technological era. In this paper, the researchers have made an attempt to analyze the work-life balance of the print media Journalists in Tamilnadu.

Matter (2012) said that the issues related to women in the media industry were job demands, role overload, and work-family conflict. The major issues that are highlighted for women working in media were recruitment bias, sexual harassment, lack of training and development at the workplace (The National Commission of women, 2016). The working conditions had worsened in small towns and regional language press in India (Bhavani & Vijaya Lakshmi, 2005). Issues which hinder women from moving up are irregular working hours and conditions, difficulty in balancing work and family. Since the role of women is relegated to doing domestic chores and other house works in a restricted society like India, even after many women finding employment are still expected to take care of house hold and work in a manner similar to an un employed (but still working for the family within the household) women is the society, because of the stringent gender roles predefined by the patriarchal traditions.

Objectives

The objective of the study is to examine whether the working women journalist have a work-life balance.

Hypothesis:

H₀ 1 – There is no relationship between work-life balance and the area of educational specialization.

H₀ 2 – There is no relationship between work-life balance and the organization of their employment.

H₀ 3 – There is no relationship between work-life balance and the designation that they hold.

H₀ 4 – There is no relationship between work-life balance and the marital status of the journalist.

H₀ 5 – There is no relationship between work-life balance and the number of years of experience.

H₀ 6 – There is no relationship between work-life balance and the number of children that the journalist have.

H₀ 7 – There is no relationship between work-life balance and the type of family that the journalist live in (small/nuclear/join families).

Methodology

This research adopted qualitative and quantitative methods to identify and analyze the current status of women journalist who are working in print media in the state of Tamilnadu. Working Women Journalists are the respondents of the study. Quantitative survey was performed using questionnaire as a tool and in depth interview were conducted to collect qualitative data from 118 respondents. Snow Ball sampling method was used to identify the respondents.

Data Analysis

This chapter quantitatively analyses the data of 118 print media women journalists. The organizations selected for the study include newspapers and magazines in English and Tamil. Both the newspapers and magazines covered are from metropolitan and two tier cities. The organization includes newspapers and magazines in English and Tamil. Both the English and Tamil newspapers covered are from metropolitan and two tier cities. English print includes The Hindu (X1), Times of India(X2), Deccan Chronicle (X3), The New Indian Express (X4), DT Next (X5), and Economic Times(X6). Tamil print includes Dinakaran (Y1), Dinamalar (Y2), Aval Vikatan (Y3), Kovai Express (Y4), Simplicity (Y5), Junior Vikatan (Y6), Kungumam (Y7) and The Hindu Tamil (Y8).

Work life balance

Description	<i>Always</i>		<i>Often</i>		<i>Some times</i>		<i>Seldom</i>		<i>Never</i>	
	N	%	N	%	N	%	N	%	N	%
I am able to balance my work and family life	29	24.6	19	16.1	65	55.1	-	-	5	4.2
My work schedule often conflicts with my family life	18	15.3	66	55.9	31	26.3	-	-	3	2.5
Due to my responsibilities at home, I am not able to complete my daily tasks at workplace	-	-	5	4.2	-	-	9	7.6	109	92.4
Family-related stress hampers my performance in office	-	-	-	-	-	-	4	3.4	109	92.4
I am preoccupied with my work at home	2	1.7	1	0.8	107	90.7	1	0.8	7	5.9
My working hours make it easy to complete my family responsibilities	59	50	-	-	6	5.1	29	24.6	24	20.3

55.1% respondents are able to balance their work and family life. 55.9% of the respondents said that work schedule often conflicts with family life. Majority of the respondents (92.4%) denied statements that responsibilities at home, were not allowing them to complete their daily tasks at workplace; and family-related stress hampers performance in office. 90.7% of the respondents are always preoccupied with work at home. 50% of the respondents feel that their working hours make it easy to complete family responsibilities.

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.

Work Life Balance Vs. Specialization	Between Groups	7.608	1	7.608	9.349	0.003
	Within Groups	94.392	116	.814		
	Total	102.000	117			
Work Life Balance Vs. Working Organizaion / company	Between Groups	27.206	13	2.093	2.910	.001
	Within Groups	74.794	104	.719		
	Total	102.000	117			
WorkLifeBalance Designation held	Between Groups	40.844	22	1.857	2.317	.003
	Within Groups	76.114	95	.801		
	Total	116.958	117			
WorkLifeBalance Marital status	Between Groups	62.423	3	20.808	43.496	.000
	Within Groups	54.535	114	.478		
	Total	116.958	117			
WorkLifeBalance Years of expierence	Between Groups	25.757	5	5.151	6.326	.000
	Within Groups	91.200	112	.814		
	Total	116.958	117			
WorkLifeBalance Having Children	Between Groups	51.815	3	17.272	30.225	.000
	Within Groups	65.143	114	.571		
	Total	116.958	117			
WorkLifeBalance Neuclear family (felt difficult) Joint family felt (better)	Between Groups	11.117	2	5.559	6.040	.003
	Within Groups	105.840	115	.920		
	Total	116.958	117			

A one-way analysis of variance (ANOVA) was carried out to examine, whether there are any significant difference exists among work life balance in relation to the respondents' area of specialization they studied, the organization they work, the designation they hold, years of experience they have, their marital status, number of children they have and the family type they belong to.

The calculated p value ($F = 9.349$, $p = 0.001$) is less than 0.05 shows that there is a significant difference exists between the work life balance and the respondents' area of specialization they studied. Hence the hypothesis $H_0 1$ is rejected. So the area of specialization has a direct impact on the respondents' work life balance.

In the same way the P value between ($F = 2.910$, $p = 0.003$) work life balance of the respondents' and the organization they work have a significant difference as the calculated p value is lesser than 0.05. So the hypothesis $H_0 2$ is rejected. It clearly shows that work life balance of the respondents' is greatly affected with the organization they work.

When compared to work life balance of the respondents' and their designation ($F = 2.317$, $p = 0.003$) the calculated value is lesser than 0.05 so there is a significant difference exists between the two. The hypothesis $H_0 3$ is rejected. This result reveals that designation of the respondents' disturb their work life balance.

The results of work life balance of the respondents' and marital status ($F = 43.496$, $p = 0.000$) is lesser than 0.05 shows that there is a significant difference exists between both the components. The hypothesis $H_0 4$ is rejected. It is obvious from the results that the marital status of the respondents' have