

**Factors that affect the job satisfaction of the journalists,
technical, and administrative employees in their workplace
at media companies**

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Chapter 1: Introduction

1.1. Background

In Saudi Arabia, there has been a notable and substantial development, particularly in the media and public relations sector. For this area to succeed, meet its objectives, and benefit governmental organizations and Saudi Arabia's worldwide reputation, the Saudi government offers significant resources (Almoualed, 2023). The profession of public and media relations is confronting several obstacles, despite notable advancements and encouragement in the industry. The absence of an adequate understanding of media relations is one of the biggest problems the Arab and Saudi media relations sectors face. This might result in poor public relations work and a failure to meet their objectives (Almoualed, 2023).

Many Saudi Arabian public relations and media relations practitioners feel that the country's media departments and public relations are ineffective because they hire non-specialists and lack sufficient understanding of the nation's public and media relations roles (Alrashid, 2021). Furthermore, several challenges have impeded the media relations efforts of Saudi government agencies, including the lack of dedicated media relations departments and insufficient funding to support the field's growth and development (Alrashid, 2021).

The significance of having a media relations plan is one of the important subjects covered by Saudi Arabian media specialists. Experts and practitioners in media relations recognize that one of the primary factors affecting media relations performance in Saudi Arabia is the lack of media relations strategies (Alhamamy, 2021). Effective organizational performance is critical to expanding any social, political, and economic development. Early ideas linked to organizational effectiveness to excellent employee retention, benefits maximization, efficiency, and effective

services. To achieve long-term and enhanced company success, every organization has to implement an effective plan and include its workforce (Bai et al., 2022).

Journalists are essential to the way that today's cultures are structured. To improve society, it is a priority to understand the environment of journalists in which they function. Managing journalists and journalism with knowledge facilitates the distribution of knowledgeable social impact. But to do this, one needs to initially understand the conditions under which journalism operates, the elements that influence journalists' work, and the factors that ultimately decide journalists' products, such as workplace satisfaction (Kabah et al., 2019).

Job satisfaction is a person's response to expectations and assessment of employment qualities, such as responsibility, quality of work, and income. Work satisfaction can enhance behavior, promote organizational commitment, lower absenteeism and turnover rates, and improve job performance. Opportunities for training and development, recognition and rewards, participative and performance management, and positive relationships with co-workers are among the characteristics associated with higher job satisfaction (Zhang et al., 2023).

1.2. Problem statement

The job satisfaction of employees working under the media umbrella is affected by several variables ranging from demographic factors like age, race, gender, political leanings, job autonomy, perceived organizational support, type of work contract, job security, income levels, and work-life conflict. Thus, this study aimed to understand the factors that affect the job satisfaction of journalists and technical and administrative employees in their workplace at media companies in Riyadh City and identify the main reasons directing them to freelance.

1.3. Significance of the study

It was significant that no studies were found to understand the factors that affect the job satisfaction of journalists and technical and administrative employees in their workplace at media companies in Riyadh City and identify the main reasons directing them to freelance. Thus, this study can help media companies create strategies to improve their employees' job satisfaction.

1.4. Aim

To understand the factors that affect the job satisfaction of the journalists, technical, and administrative employees in their workplace at media companies in Riyadh City.

1.5. Research question

1. What factors affect the job satisfaction of journalists and technical and administrative employees in their workplace at media companies?
2. What factors lead the journalists, technical, and administrative employees to freelance?

Chapter 2: Literature review

2.1. Search strategy

The publications in this quick review were found by searching for the terms "job satisfaction," "journalists," "media," "workplace," and "freelancing" in the PubMed and Google Scholar databases. Special attention was paid to locating studies specifically conducted in an English-language context. Research released in the last five years or between 2019 and 2024 was the only period for which the search parameters were applicable—the need to determine the most recent arguments led to this time range. During the search procedure, conceptual papers, unpublished or unpublished thesis and dissertation articles, and publications featured in books were excluded. Additionally, only preliminary qualitative and quantitative studies, systematic reviews, and meta-analyses were allowed to meet the criteria. Full-access studies were included. The search strategy

focused on a more accurate assessment by looking at titles, abstracts, content, and duplicate articles. In the end, five papers were chosen to be included in this review.

2.2. Literature review presentation

One of the studies "assessed the current capabilities of journalism and identified key knowledge gaps in Egypt, Saudi Arabia, and Kuwait while examining the nature of the news sources that provide this data and how journalists handle these sources concerning the outputs that they produce." The results show that there are still many reasons why scientific statistics reporting in these nations is inadequate, including a shortage of qualified and experienced science journalists and low public interest in science news. These findings provide hope for strengthening regional capacities and developing beneficial interventions. To improve public engagement with statistics in particular and science news in general, the area must yet find its way and refine its methods more precisely and successfully (Alhuntushi & Lugo-Ocando, 2020).

A 45-item questionnaire was used to conduct in-depth, in-person surveys with 37 journalists in Kuwait to learn more about their perspectives on their profession, morals, ethics, and the overall attitude of Kuwaiti society. According to the findings, most journalists in Kuwait are men with bachelor's degrees. In addition, 89.2% of journalists who responded to the study said they would want further training. More than two-thirds of journalists report feeling moderately happy with their employment in terms of job satisfaction (AlSalem, 2020).

Using a quantitative survey approach to gather the opinions of journalists and media practitioners' opinions on essential aspects impacting their responsibilities' performance, one study conducted in Ghana sought to examine the job performances and satisfaction of journalists working. The survey discovered that although most journalists in the area have a lot of expertise in their field, they frequently work as both reporters and news anchors. Reporters in the area range in

educational background from diploma holders to master's degree holders, and eighty percent of them say they are satisfied in their professions, but they are not satisfied with their low pay and lack of security (Kabah et al., 2019).

Percival (2019) concentrated on the sustainability of careers and voluntary retirement among British journalists. The report's subject was 80 men and women who left their professional jobs in media companies to start other professions. According to Percival's (2019) findings, systematic obstacles and discrimination based on gender that are ingrained in journalistic work cultures, practices, and attitudes are the primary causal causes of leaving work and reduced job satisfaction.

Further research is required to understand the underlying factors contributing to job switching. Nevertheless, six journalists were explicitly chosen for interviews in one of the Malaysian studies. Four key topics emerged from the research, which is essential in preventing millennial journalists from changing jobs frequently: (i) professional advancement, (ii) remuneration, (iii) work-life balance, and (iv) organizational fairness (Haidir et al., 2023).

Chapter 3: Methods

3.1. Research design

A numerical data collecting and statistical data analysis approach are used in quantitative research. Quantitative techniques place a lot of emphasis on using technology related to computers to conduct surveys or questionnaires to collect statistical data. Additionally, it helps the researcher explain a particular relationship or extrapolate the findings to other settings (Polit & Beck, 2020). Conversely, collecting the data at some point in time is referred to as cross-sectional design. Finding a relationship between the study's variables and the variables that were modifiable was the goal of the correlation design (Polit & Beck, 2020). Therefore, this study will utilize a quantitative approach, a non-experimental method, and a descriptive using a cross-sectional design.

3.2. Sample and setting of the study

This study will be conducted on independent media outlets or companies in the city of Riyadh, Saudi Arabia. The study sample targets journalists and all workers in the media sector, including technical and administrative workers, such as lighting, sound, and broadcast engineers and directors. Specializing in studios (internal and external). Photographers, editors, project coordinators, program makers, public relations, broadcasters and reporters.

3.2.1. Sampling design

Convenience sampling is a non-probability sampling strategy that selects sample units depending on the researcher's most accessible access (Polit & Beck, 2020). Thus, a convenience sampling strategy will be used in this study.

3.2.2. Sample size

The population size of this study is around 400. Therefore, the minimum number of necessary samples to meet the desired statistical constraints is 197, or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value. The study sample was calculated by using the following link:

<https://www.calculator.net/sample-size-calculator.html?type=1&cl=95&ci=5&pp=50&ps=400&x=Calculate>

3.3. Research instrument

The survey is considered self-administered with closed-ended questions to the targeted sample. The survey consisted of 58 questionnaires divided into three sections: demographic questions and relevant measurements; see Appendix 1. The demographic data is the first section containing 11 questions, which includes nationality, gender, age, education level, marital status, years of

experience, contract type, daily working hours, monthly income, current position, and healthcare insurance.

The second section contains 37 closed questions to measure employees' satisfaction. The last question in the second section will assess the participants' preference to work as a freelancer, and if the answer is yes, the participants will be directed to the third section. Thus, the third section contains ten questions to assess factors that led the employees to work as freelancers. Seven questions are closed questions, and the last three questions are open questions.

3.4. Data collection

The intended sample will have access to the survey online when the required ethics permission is obtained. Through their supervisors at work, the target sample will freely provide the information via an electronic self-questionnaire. Through the official WhatsApp groups of the chosen companies, a link to a Google Form survey will be shared for the purpose of completing the self-assessment. The questionnaire link will be accepted to receive responses, which will be restricted to more than a week until a sufficient sample has been obtained.

3.5. Data analysis

A five-point Likert scale, where one means strongly disagree, two means disagree, three means neutral, four means agree, and five means greatly agree, will be used to scale the level of satisfaction in the second section. The third section will utilize the answering yes or no by giving yes one point and no zero point. However, the last three questions in the third section are open questions, which will be categorized based on the participant's answers. An Excel document will have the data encoded in it. Statistical Package for the Social Sciences (SPSS) version 25 will be used to analyze the converted data.

3.6. Ethical consideration

The data collection will be initiated once the ethical approval is received from the ethics committee at Midocean University. The student will publish the results in an official journal once ethical approval is obtained from the Ministry of Media. As to Polit & Beck (2020), informed consent refers to the autonomy of participants to decide whether or not to participate in the study. Informed consent is a crucial component of study design to safeguard the rights of research participants. All research participants will willingly complete the online self-assessment form. Before the survey begins, the descriptive message will include a detailed explanation of the study's purpose and expected outcomes.

The freedom to withdraw from the study at any time and for any reason will be provided to the participants. Participants will be advised that participating in the survey will not harm them except for any possible psychological discomfort experienced while filling out the questionnaire. To protect participant confidentiality, all participant data will be coded. No participant identification will be required during the study's data collection, analysis, or publishing phases. In addition, all information will be safely stored, and only the principal author will have access to it. The data will be kept on the primary author's computer to protect participant data.

3.7. Estimated timeline

Tasks	Starting date	Ending date	Responsibility
-Ethical approval.	17/02/2024	01/03/2024	The student with the respected supervisor.
-Data collection process.	01/03/2024	08/03/2024	
-Data analysis process.	08/03/2024	15/03/2024	
-Writing results part.	15/03/2024	29/03/2024	
-Edit, review, and submit the final draft.	29/03/2023	05/04/2024	

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5. Appendices

5.1. The study survey



QUESTIONNAIRE

General Instructions

- A Master's student conducts this survey to fulfill a Master's degree in the Midocean University.
- This survey is intended to "Understand the factors that affect the satisfaction of the journalists, technical, and administrative employees toward their workplace at media companies."
- In this survey, you will be asked to provide us with information about your satisfaction.
- The results of the current study will help to understand the main factors affecting employee satisfaction.
- Data and information about participants will remain anonymous and highly confidential and will only be used for current research.
- Please answer each question as best you can by placing a (✓) in the box next to your preferred answer.
- For each question, please select one response unless otherwise instructed.

Section 1: Demographic data

1. Nationality
 - Saudi
 - Non-Saudi
2. Gender
 - Male
 - Female
3. Age
 - 20 to 30
 - 31 to 40
 - 41 to 50
4. Education level
 - Diploma
 - Bachelor's
 - Master's
 - Doctorate
 - Others
5. Marital status
 - Single
 - Married
 - Divorced
 - Widower
6. Years of experience
 - Less than year
 - 1-3 years
 - 3- 5 years
 - 5-10 years
 - More than 10 years
7. Contract type
 - Full time
 - Partial time
 - Based on the need
8. Daily working hours
 - 6 hours
 - 8 hours
 - 12 hours
9. Monthly income
 - Less than 5000 SR

- 5000- 10000
- 10000- 20000
- More than 20000

10. Current position
- Technician
 - Administrative
 - Journalist

11. Do you have health insurance?
- Yes
 - No

Section 2: Job satisfaction level

For each item, please indicate the extent to which you agree that the item is PRESENT IN YOUR CURRENT JOB.

Indicate your degree of agreement by circling the appropriate number.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1. I feel I am being paid a fair amount for the work I do.	1	2	3	4	5
2. There is really too little chance for promotion in my job.	1	2	3	4	5
3. My supervisor is quite competent in doing his/her job.	1	2	3	4	5
4. I am not satisfied with the benefits I receive.	1	2	3	4	5
5. When I do a good job, I receive the recognition that I should receive for it.	1	2	3	4	5
6. Many of our rules and procedures make doing a good job difficult.	1	2	3	4	5
7. I like the people I work with.	1	2	3	4	5
8. I sometimes feel my job is meaningless.	1	2	3	4	5
9. Communications seem good within this organization.	1	2	3	4	5
10. Raises are too few and far between.	1	2	3	4	5
11. Those who do well on the job stand a fair chance of being promoted.	1	2	3	4	5
12. My supervisor is unfair to me.	1	2	3	4	5
13. Our benefits are as good as most other organizations offer.	1	2	3	4	5
14. I do not feel that the work I do is appreciated.	1	2	3	4	5
15. My efforts to do a good job are seldom blocked by red tape.	1	2	3	4	5
16. I find I have to work harder at my job because of the incompetence of people I work with.	1	2	3	4	5
17. I like doing the things I do at work.	1	2	3	4	5
18. The goals of this organization are not clear to me.	1	2	3	4	5
19. I feel unappreciated by the organization when I think about what they pay me.	1	2	3	4	5
20. People get ahead as fast here as they do in other places.	1	2	3	4	5
21. My supervisor shows too little interest in the feelings of subordinates.	1	2	3	4	5
22. The benefit package we have is equitable.	1	2	3	4	5
23. There are few rewards for those who work here.	1	2	3	4	5
24. I have too much to do at work.	1	2	3	4	5
25. I enjoy my coworkers.	1	2	3	4	5
26. I often feel that I do not know what is going on with the organization.	1	2	3	4	5
27. I feel a sense of pride in doing my job.	1	2	3	4	5
28. I feel satisfied with my chances for salary increases.	1	2	3	4	5
29. There are benefits we do not have which we should have.	1	2	3	4	5
30. I like my supervisor.	1	2	3	4	5

31. I have too much paperwork.	1	2	3	4	5
32. I don't feel my efforts are rewarded the way they should be.	1	2	3	4	5
33. I am satisfied with my chances for promotion.	1	2	3	4	5
34. There is too much bickering and fighting at work.	1	2	3	4	5
35. My job is enjoyable.	1	2	3	4	5
36. Work assignments are not fully explained.	1	2	3	4	5
37. Do you prefer to work as a freelance?	Yes	No			

- If yes, the participants will go to the third section.

Section 3: Working as a freelance

- Do you prefer to work as a freelancer within your organization?
 - Yes
 - No
- Do you get more benefits from freelancing?
 - Yes
 - No
- Is freelancing fewer hours than your organization?
 - Yes
 - No
- Do you get more income when working as a freelancer?
 - Yes
 - No
- Do you think freelancing is negatively affecting your performance within the organization?
 - Yes
 - No
- Is there any relation between your work in the organization and your work as a freelancer?
 - Yes
 - No
- Are you using the same equipment and material provided by your organization in your work as a freelancer?
 - Yes
 - No
- What are the main reasons that led you to work freelance?
- What are the features that you got from working as a freelancer?
- What are your recommendations to improve your organization to increase employee satisfaction?