

Case Study

Case Studies of Media Personnel

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ABSTRACT

This is a case study excerpt from my Ph.D. thesis entitled “Comparative Study of Psychological Traits in Media Personnel”. The present study covered two forms of Media: the old media and new media with an intention to study the psychological traits as Well Being, Personality, Stress and Anger in Old Media Personnel and New Media personnel. The 10% of the total sample size (120) was taken as a case study research. The desired tests were distributed to the media personnel as PGI General Well Being Scale, NEO FFI Personality Inventory, Stress Scale, NOVACO Anger Scale, followed by the personal interview of 12 media personnel (6 old media personnel and 6 new media personnel).

Keywords: *Media, Old Media, New Media, Personality, Anger, Stress, Well Being*

Media (the plural of medium) are the collective communication outlets or tools that are used to store and deliver information or data. It is either associated with communication media, or the specialized communication businesses such as: print media and the press, photography, advertising, cinema, broadcasting (radio and television), and/or publishing. Industries that are generally considered part of the old media are broadcast and cable television, radio, films and music studios, newspapers, magazines, books and most print publications. “The personnel under study are performance artists of cable television, and films”.

“It is no secret that I believe the new media plays an important role in our political and civic future.” This was a comment made by Dato Seri Najib Tun Razak, as reported by Bernama News in 2009. In his book *The Language of New Media*, author Lev Manovich uses the phrase “the computerization of media” to highlight what he sees as the primary distinctions between old and new media (Costello, pg 1191). Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs. The new media personnel in the study are all corporate social media workers.

The psychological traits which were covered in the study are as follows: *Well Being* - The present study categorically looks at subjective well-being which is a broad spectrum of

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phenomena that includes people's emotional responses, domain satisfactions, and global judgments of life satisfaction. (Diener, Suh, Luca and Smith, 1999). *Personality* - consists of the distinctive patterns of behaviour (including thoughts and emotions) that characterize each individual's adaptation to the situation of his or her life.(Walter Mischel 1976) The personality traits considered in the present study are neuroticism, extraversion, agreeableness, openness to experience, conscientiousness. *Stress* - (Lazarus and Folkman, 1984) Stress is an internal state which can be caused by physical demands on the body or by environmental and social situations which are evaluated as potentially harmful, uncontrollable, or exceeding our resources for coping. *Anger* - is defined as a person's response to a threat or the perception of a threat against an individual or group (Lazarus, 1991).

OLD MEDIA PERSONNEL

Case Study 1:

Mr. S., who studied engineering throughout his adulthood, was always interested in theatre plays taking place in NCPA (National Centre Performing Arts, Mumbai) nearby his engineering college. He was always in the habit of going to the library of NCPA and studying art rather than studying engineering in his college library. He started watching the shows, started learning plays, he started writing plays, started learning performing art, ultimately joined the group as a theatre artist to show his talent and passion for the Indian culture to the whole world.

Observation

Researcher - It was very difficult to reach out to the artist as he was hectically busy with his rehearsals and scheduling of the shows. When contacted he was busy briefing about his written play to the group artists to be performed in the upcoming show. He spared his 5 minutes time and extended it to an hour and so. He was very helpful to the researcher as he asked the other group members also to spare time after their rehearsals to fill up the tests given to them. After filling up the tests he was interviewed and asked some open ended questions to know about the life events. The interview started with general questions to ensure that the participant was free to discuss any issue he felt was important. He talked about the critical decision taken at the time of joining the theatre as career and combated with the day to day hassles to meet his ends fulfilled. While the conversations had been pleasant and seemed reluctant to be totally honest.

Subject verbatim – I was always interested in theatre ...I mean it has always attracted me rather than my engineering studies. I started going to NCPA, spending hours and hours in the library of NCPA... loved reading/writing there and one day had given up engineering completely. I was so engrossed in my work that hardly spare time for my people... which left me lonely now and this (pointing to his cigarette) is my only friend which I know is detrimental... the other problem here we face in our “JUNOON” (passion for theatre art) is of money...ummm we don't get pay offs here, no theatre not paying anything to us rather we have to pay to theatre for our show, everything we have to arrange from our pocket but yes.. the theatre has always provided us the ground.. the platform to prove ourselves and.....

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Perceived Conditions

- Loneliness – despite strenuous work schedule emotional loneliness persists, related to the attachment problem with others.
- Drug abuse – cultivating habit for bad vices like smoking, etc.
- Disordered eating – sometimes bulimia sometimes anorexia habits.
- Insomnia – when not getting proper time to sleep, the artists usually become insomniacs.
- Headaches – also migraine headaches because of loss of sleep.
- Restlessness and high blood pressure.
- Short temperedness – because of the strenuous work.
- Negative Feelings – anger provoking, self-criticism, guilt.

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, will also improve self-esteem and mood, sparing time for family members, inculcating the habit of reading books. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

Case Study 2:

Ms. A. was a graduate from NSD (National School of Drama, Delhi) was working as a lead artist in one of the plays in PRITHVI theatre, hardly spare some time to talk about her profession to the researcher. Her purpose of joining Prithvi theatre was to get absorbed by any tv shows or movies. She had performed in many plays and has also got many opportunities for tv shows and for some unnoticed scenes in the movies.

Observation

Researcher – She came forward on her own for the assessment when the researcher was busy observing the other artists behaviour in Prithvi Theatre. It was very nice talking to her as she was very pleasing in her talk. First of all she was asked to fill the tests and then after she was interviewed. While talking about her career as an artist to the researcher, she left no stone unturned. She reached out the researcher as if, she was looking for some kind of professional help to vent out her feeling of anguish. She revealed her struggling life before and after joining theatre, as first she had to convince her parents for this profession of hers and then, though having been done her education in art struggled to get the roles in the shows. She had revealed the difficulty level of getting selected for the work because being a lady she had to manage certain types of expectations from the directors or producers (exploitation). She told about the stress at her level of work when not fulfilling the unwanted demands from the directors and producers. She also talked about the recommendations people are using to get themselves famous in their work and the opportunities they are prevailing to get the desired league.

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Subject verbatim – I know it was a difficult decision but am fully enjoying my work now.. I came to Mumbai as I wanted to get selected for the big shows to be more famousto have name, fame, money but the struggle is going on... and on.. I get pain in my back when I work for hours, I feel like leaving the work in between to go off to sleep and to take proper rest. I become irritable when not getting choice food to eat at some point of time... I smoke when I am in tension.

Perceived Conditions

- Loneliness – despite strenuous work schedule emotional loneliness persists, related to the attachment problem with others.
- Drug abuse – cultivating habit for bad vices like smoking, drinking etc.
- Disordered eating – sometimes bulimia sometimes anorexia habits.
- Disturbed sleep
- Body pains – headaches, back pain and
- Restlessness and high blood pressure.
- Short temperedness – because of the strenuous work.
- Negative Feelings – anger provoking, self-criticism, guilt.
- Mood Swing – many a time irritable mood persists

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, will also improve self-esteem and mood, sparing time for family members, inculcating the habit of reading books, taking up some professional help like counselling or may be brief psychotherapy. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

Case Study 3:

Ms. K. was a college dropout from a small city of UP, came to Mumbai to become an actor in the films and tv shows. It was very difficult for him to get a role even in the theatre; he worked hard to prove himself and somehow got the chance in one of the Prithvi's play. He has struggled for so many years but didn't get the desired position in the art industry. He has worked for many 'B' grade films, frequently changing his role interests like sometimes working as an actor, sometimes as a director, and sometimes as creative head, but has always failed to achieve the expected role. He is now in the plays of different theatres in Mumbai, sometimes playing role in Prithvi theatre sometimes in NCPA.

Observation

Researcher – One more Old Media Personnel was found to be observed from the researcher's side. When contacted he showed his attitude and lack of interest in filling up the tests. He behaved very rudely, but after being requested got ready, to fill the tests and for the interview. Depending on his usual style of being moody and emotional state at the moment,

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he acts anxiously. He thought to be more or less psychologically minded and willing to see the sources of his problems in himself or inclined to see the world around him as putting undue pressures on him, but after feeling ease and relaxed while talking to the researcher, he agreed that talking about his concerns and personal feelings may do some good. He became garrulous and talks of conditions (depression, anger, vulnerability of stress) under which feelings become more intense and incapacitating. He talked about his work experience and crises occurred in the recent past, but was not so open in talking about all.

Subject Verbatim

I am a contended person.. I don't feel like discussing my work with any stranger, but as you are here for your personal research ...I can think of helping you out in filling the tests. I know I can treat myself if any stressful situation prevails as I have learnt many things from this profession... I feel many of us are in depression today, some might be struggling to get the role, and some might be losing the great opportunity because of not fulfilling the expected demands of authorities.

Perceived Conditions

- Loneliness – despite strenuous work schedule emotional loneliness persists, related to the attachment problem with others.
- Drug abuse – cultivating habit for bad vices like smoking, drinking etc.
- Disordered eating – sometimes bulimia sometimes anorexia habits.
- Disturbed sleep
- Depression
- Fatigue
- Boastfulness
- Short temperedness – because of the strenuous work.
- Negative Feelings – anger provoking, self-criticism, guilt.
- Mood Swing – many a time irritable mood persists

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, will also improve self-esteem and mood, sparing time for family members, inculcating the habit of reading books, taking up some professional help like counselling or may be brief psychotherapy. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

Case Study 4:

Ms. N. who was majored in theatre was a classical singer and dancer too. She was a very talented and had won so much of praise in the theatre of Indian culture. She wanted to be a topper in the theatre work but because of the responsibilities of her family she had to start her career lately, which leads to lose her meaning in her life.

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Observation

Researcher – the researcher observed her to be anxious and fearful at revealing her weakness to a stranger, telling about her troubles inevitably means reliving them, and reinstates painful feelings which might be averted in daily routine. She was unhappy and disturbed because of her family's responsibilities to be fulfilled at the cost of her dream career. She started her career late in life for the reason she had the feelings of self-pitying, frustrations, short tempered. She had thought of divorce but refrains because of her children. She saw that her guilt feelings were unfounded. She went off sick with tension, worry and associated insomnias.

Subject Verbatim

I sometimes wonder if I'm emotionally grown up... sometimes am confused because sometimes I don't remember things that I've done ... whether I've done 'em or not or whether they happened. More or less, I need somebody to talk to. who isn't emotionally involved with family... I have a few friends but I don't want to bore them with my life stories. But also I think why should I discuss all that with my friends...

Perceived Conditions

- Unhappy and dissatisfied with herself and others.
- Disturbed sleep – insomnia
- Anxiety
- Depression
- Fatigue
- Anger – because of unattained pursuits and goals.
- Restlessness
- Negative Feelings – anger provoking, self-criticism, guilt.
- Mood Swing – many a time irritable mood persists

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, which also improve self-esteem and mood, being assertive, inculcating the habit of reading books, taking up some professional help like counselling or may be brief psychotherapy. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

Case Study 5:

Ms. I. was from a rich family who always acted as a model throughout, having no financial issues to be worried for. She has been modelling for many brands and from many years. She possesses other talents also like, playing guitar, singing, song writing, but has not shown her performance anywhere. Being a resident of Mumbai she has many friends but has no attachment with the family members.

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Observation

Researcher – the observed traits in her were impulsivity, moody, egocentric. She is a heavy drinker and a chain smoker. She has many friends for enjoying, partying, loitering but no true friend to talk with her feelings and problems. She had an affair but got a setback, broken love relationship. She was very attached with her brother but had quarrel on some issues, which cannot be resolved as per her. She had difficulty falling asleep (initial insomnia) and frequently awoke from sleep after 2 to 3 hours with chaotic dreams of failure and breakdowns. She was aggressive in coping with stressful situations (especially when in job) and also over conscientious. She sometimes acts aggressively, sometimes passively. To be combat from the stressors she drinks and smoke heavily.

Subject Verbatim

When I do not get sleep I drink, when I am in stress I drink, as drinking leads to the solution of everything. ... ummm I think if not for everything, at least your daily worries can get off... I have many friends to be a part of my enjoyment and I love smoking daily..so what do you think can you restrain me from all this and you think I'll listen to you...

Perceived Conditions

- Loneliness – despite strenuous work schedule emotional loneliness persists, related to the attachment problem with others.
- Drug abuse – cultivating habit for bad vices like smoking, drinking etc.
- Disordered eating – anorexia eating habits.
- Disturbed sleep
- Depression
- Fatigue
- Boastfulness
- Short temperedness
- Negative Feelings – anger provoking, blaming others.

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, will also improve self-esteem and mood, sparing time for family members to resolve certain issues, inculcating the habit of reading books, taking up some professional help like counselling or may be brief psychotherapy. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

Case Study 6:

Mr. U was a graduate in science but because of his love for theatre he came to Mumbai to become an artist, who can fulfil his dreams. He had a nuclear family, with two kids and wife. He had always been a high achiever, as he graduated with top honours in both college and art.

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He had a very demanding and high stress job, as sometimes had to work for hours and even for days at a stretch.

Observation

Researcher – It has been observed that, he had to neglect his family as he had very high standards for himself and can be very self-critical in his job, when he had failed to meet them. Lately, he had struggled with significant feelings of worthlessness and shame due to his inability to perform for his family. For the past few weeks he had felt unusually fatigued and found it increasingly difficult to concentrate at work. His co-workers had noticed that he is often irritable and withdrawn. He had called in sick on several occasions, which is completely unlike him. On those days he stayed in bed all day, watching TV or sleeping. He got frustrated with himself and smoke. He also enjoyed his pool and spent a lot of his free time at the neighbourhood bar, playing pool and smoking, because he felt like he has every reason to be happy.

Subject Verbatim

I love watching tv nowadays..lying down on bed, relaxing.. The things which do not suits me..irritate me and when got sick.... is the worst thing happening to me, I feel like running away... I got back pain, headache, and even fever when work load is there. My colleagues says I become irritable at times, but I don't feel it to be that way... To went out the feelings I smoke though I know its injurious....

Perceived Conditions

- Loneliness – despite strenuous work schedule emotional loneliness persists, related to the attachment problem with others.
- Drug abuse – cultivating habit for bad vices like smoking, drinking etc.
- Disturbed sleep
- Depression
- Fatigue
- Irritability
- Short temperedness
- Negative Feelings – anger provoking, self-pitying.

Suggestions

In such cases, fun activities and achievements may need to be increased gradually. Improving other ordinary activities, such as sleep, exercise, relaxation, meditation, pleasant fantasies, breaking bad habits, improving eating habits, working more effectively, will also improve self-esteem and mood, sparing time for family members, inculcating the habit of reading books, taking up some professional help like counselling or may be brief psychotherapy. Allen (1995) cautiously suggests that even self-hypnosis and biofeedback can increase one's feeling of being in self-control.

NEW MEDIA

Case Study 1:

Researcher's Observation

Mrs N. was a Masters in business management. She had been working in (PRIME FOCUS) , the post production office where new media personnel work. She has had a successful, well-paying career in media editing work for the past several years in upper-level management. Even though she has worked for the same, thriving company for over 3 years, she's found herself worrying constantly about losing her job. But this worry was a mild one as she managed herself to be out of it while applying some of the self-developed activities, which help combating with the mild form of stress like watching good movie, going out for some good shopping, listening to some good music and like. She has a daughter, with whom she loved to spent time and be a good mother and wife too. She managed everything pretty well but as the day ends she found herself feeling restless, tired, and tensed. With the small form of meditation and relaxation technique she sleeps peacefully and the next day started working efficiently and effectively. She proved to be very helpful and always provide passive listening ears to the tensed friends, helped curbing out their stress to an extent.

Case Study 2:

Researcher's Observation

Mrs. D. Was employed as a computer engineer, majors in graphics. She has been employed in the company for 5 years and was promoted to a managerial type of role approximately 8 months ago. She was transferred to the other department in the Prime Focus itself but found the new responsibilities quite frustrating and irritating, rather she was more happy in the technical aspects of her work. She had given a pay raise for her transfer though felt compelled to continue there in the department. There was again an itch of disgruntled co-worker in that different department for which she had suffered a bit stressful period. She was in stress at work also due to cutbacks (resulting in a heavier workload) along with a disagreement with one of his bosses. She was not in the habit of smoking and drinking too, which was a good thing on her part as she had coped with the stressful situations smartly. Also, with great efforts got settled in the job and at times she was desperate for some regular sleep. One major reason for her to cope with the stress, which resulted in physical problems like back pain, was the all time mental and physical help extended by her daughter which in turn was very appreciating on her part.

Case Study 3:

Researcher's Observation

Mrs. H. was a graduate in Media work and was working in Prime Focus at Mumbai, is now a mother of one. She has a son aged 2 years and her husband is in Armed Forces. She has had a successful and well-paying career for the past several years and loving family too. At the time of her studies she found herself worrying constantly about her career and personal life and hadn't been able to shake the negative thoughts. The tension of hers was so much that she found herself to be bit insomniac, and study day and night to achieve the highest results in her studies. The worry had been troubling her for the past 6 years, but after completing her

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studies and working since 4 years for the new media is now happy. She has been fully enjoying her work, as she is a workaholic and never worried about the heavy work load, at home also she is very dutiful and managed to look after her loving family quite well. The upper-level management people are also very happy with her work and had always send a good report to the company. It is also well said that 'there must be a jealous co-worker who wants to put down your image', being friendly and smart in her work she, with her best of the efforts, always managed to prove herself as hardworking and managed to prove her potential as a growing up personality.

Case Study 4:

Researcher's Observation

Mr. M. Was an MBA with specializing in HR. Throughout his job he had enjoyed working in his yard and reading in spare time. He also stayed physical fit by swimming regularly and gyming several times per week. He does not smoke and drink rather love spending time with family in spare time. Every week or in two weeks time taking them out for their enjoyment. He had been married for 21 years and has 2 children, a son aged 16 years and daughter aged 14 years. His wife was 50 years of age and a full time homemaker. He maintained that his marriage is good. The rest of his family, brother and parents are staying in a small city as his brother is a professor in the university and parents stayed with him. Their city is more than a day drive away from his house, he maintained a good relationship with them and tried to see his parents once or twice in every month, but nowadays because of his increased work load he managed to see them in two or three months. He and his wife were friendly with the neighbours but do not socialize with them now because of their bad behaviour in their past. As a result they had no friends in their area, but has some good friends at a distance. He in all is satisfied with his professional and personal life.

Case Study 5:

Researcher's Observation

Mr. R. was again new media personnel with a high profile. At the time of his youth he was an athlete, every time participating in the Special Olympics programs. He particularly enjoyed swimming and running. He acquired this interest of gaming from his father who was an expert and winner, and who throughout his life proved to be an outdoors-man. He often accompanied his father on short fishing, camping and hiking adventures. He is always calm, patient and satisfied with his work at his office, facing the daily challenges whole heartedly and fulfilling his duties patiently at work. He had few good friends and a female close friend too with whom he has to get married soon. He lives with his old mother who is experiencing good health, and managed her family well. His mother was a special educator and looked after the special children throughout her life. After his father demise 5 years ago, he has extended all kind of help to his mother, to not make her feel lonely. He had under gone mild PTSD after his father's demise but combated with the stress within a year. For instance he started taking part in social activities with his mother, to distract his mind from his father's memories, as he had a great attachment with his father. He had many friends and attends

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Sunday church services on a fairly regular basis. He is now a happy go lucky person staying happily and does errands together with his mother.

Case Study 6:

Researcher's Observation

Mr. S. was also praise worthy new media personnel in his office of post-production. He has also majored in graphics and had always proved his forte. He had a huge group of support at his workplace, because he as a person and his work were always appreciated by every authority in there. He was a workaholic and his work was his passion, he loved it to the extent that any kind of trouble doesn't seem to slow him down. He was always a cherished person since his childhood. He has a joint family with a rich background. His father was a successful business and he had never seen financial crises in his whole life. He has an inspiration with whom he will be getting married after two to three years after she achieves a desired goal in her career. Although he hailed from a rich family he has always supported his girl for her career and never wants to restrain her from thriving in her career goals. He is a hero in all aspects of his life, a self-contended man with high aspirations.

CONCLUSION

The findings of the study revealed that Old Media Personnel are high in Neuroticism, Extraversion, Openness to Experience, and Conscientiousness factors of personality, stress, anger and the greatest perceived source of trouble in their lives appears to be workload followed by emotional issues. Thus it can be concluded that since mind and body reside together the treatment pattern should be such that cures the maladies of both together.

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