

Self-Efficacy and Locus of Control among Print Media Journalists

Ankalesh B N^{1*}, Kavya U²

ABSTRACT

A study is conducted to study the level of self-efficacy and locus of control among male and female print media journalists with less than and more than five years of work experience. The study is adopted 2X2 factorial design. A purposive sample of 120 print media journalists between 25 to 40 years of age is selected for the study. The result of the study is indicated that print media journalists with below five years of work experience have significantly lower self-efficacy compared to print media journalist with above five years of work experience. External Locus of Control is significantly higher in print media journalist with less than five years of work experience and internal locus of control is significantly higher in print media journalists with more than five years of work experience. Relationship between self-efficacy and locus of control indicated that as self-efficacy increases internal locus of control increases and external locus of control decreases and vice versa.

Keywords: *Self-Efficacy, Locus Of Control, Work Experience, Gender, Print Media Journalists*

The present study is conducted on mass media. Mass media is a diversified collection of media technologies to reach a large audience via mass communication. The news media refers to the section of the mass media that focuses on presenting current news to the public. These include print media (newspapers, magazines); broadcast media (radio stations, television networks). (Chaturvedi, 2014)

Print media refers to “any printed periodical work containing public information, and public news or comment on public news. It includes newspaper, journals, leaflets or any other printed materials.” (Murthy, 2012)

Print media journalist is a person who is involved in the news collection and writing, through magazines, newsletters, journals etc. (News Manual, 2014)

Self-efficacy

Self-efficacy refers to the individual’s belief about their own ability to perform task. The concept of self-efficacy was given by Albert Bandura. According to Bandura the self is not

¹Assistant Professor, Tumkur University, Tumkur. Karnataka, India

²Assistant Professor, Tumkur University, Tumkur. Karnataka, India

*Corresponding Author

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the same psycho agent that determines all causes of behaviour. But a set of cognitive processes and structures connected with thought and perception. Most of our behaviours are determined by self-efficacy. Bandura defined self-efficacy as people's beliefs in the capability to exercise some measure of control over their own functioning and cover environmental events. It refers to feeling of adequacy, efficiency and competency in coping with life, meeting and maintaining our performance standards. (Feist & Feist, 2002)

Characteristics of people with low self-efficacy

People with low self-efficacy feel helpless, unable to exercise control over life events. They give up quickly when they encounter obstacles. Low self-efficacy can destroy motivation, lower aspiration with cognitive abilities and adverse self-efficacy affects physical health. (Feist & Feist, 2002)

Characteristics of people with high self-efficacy

People with high self-efficacy believe they can deal effectively with events and situations because they expect to succeed in overcoming obstacles. They often perform at high-level. High self-efficacy reduces fear of failure and improves problem solving and analytical thinking abilities. (Feist & Feist, 2002)

Locus of control

The concept of locus of control was given by Julian B Rotter. Locus of control considered to be an important aspect of a personality. Rotter's theory comes under social cognitive learning, since he tells us that we perceive ourselves as conscious beings, able to influence our experience and make decisions that regulate our lives. Rotter proposed the concept of control, which is a form of generalized expectancy to explain personality differences in people's belief about the source of reinforcement. (Schultz & Schultz, 2001)

Internal locus of control:

A belief that external reinforcement is brought about by our own behaviour and attributes. (Schultz & Schultz, 2001)

External locus of control:

A belief that reinforcement is under the control of other people, fate or luck. They are convinced that they are powerless with respect to outside forces. (Schultz & Schultz, 2001)

Characteristics of people having internal locus of control

People with internal locus of control believe that the reinforcement, they receive is under the control of their own behaviour and attributes. They believe that they have a firm grip on their situation and behave accordingly.

They report lower anxiety, higher esteem and more responsibility for their actions and enjoy greater physical and mental health. They have good adjustment. (Schultz & Schultz, 2001)

Characteristics of people having external locus of control

People with external locus of control tend to think that other people, fate and luck control the rewards they receive. People with these characteristics believe that their behaviour and abilities make no difference in the reinforces. They believe that good and bad things occur because of luck or chance. (Schultz & Schultz, 2001)

REVIEW OF LITERATURE

Since the reviews on self-efficacy and locus of control among print media journalists are not readily available, studies on other population have been reviewed.

Kumar and Lal (2006), the study examined the role of self-efficacy and gender differences among adolescents as revealed by the intelligence test. A random sample of 200 students (100 boys & 100 girls) studying in I, II and III year of under-graduation was selected from different colleges in Chandigarh. Self-efficacy scale developed by Jerusalem and Schwarzer was used to classify subjects. General Mental Ability Test developed by Jalota was used to have the dependent variable scores. Analysis of variance was applied and the F-ratio revealed significant effect of self-efficacy. Significant gender differences were also found, where female scored higher than their male counterparts. This study not found interaction in self-efficacy and gender.

Timothy et al. (2014), the study estimated the unique contribution of self-efficacy to work-related performance controlling for personality (the Big five traits), intelligence or general mental ability, and job or task experience. Overall results suggest that the predictive validity of self-efficacy is attenuated in the presence of individual differences, though this attenuation does depend on the context.

Anderson (1977) conducted a longitudinal study measuring locus of control, coping behaviours and performance in a stress setting. He found that internal locus of control participants perceived less stress, and used more task oriented coping behaviours and less defensive coping behaviours and consequently ad better performance.

Majzub (1999) examined the relationship between locus of control and academic achievement. The findings showed that males were more internal and external than females. Overall, this study supported the findings of the past research supporting a positive relationship between locus of control and academic achievement.

A study by Hans (2013) aimed to identify the Locus of Control and level of job satisfaction among middle-level management in semi-government organizations in Sultanate of Oman. Sampling fraction of 40% was taken to divide the population into a homogeneous sub-group comprising eight sectors. Questionnaires on Locus of Control and Job Satisfaction were distributed among supervisors and managers in semi-government organizations. Result indicated that the middle-level management employees in semi- government organizations were primarily driven by internal locus of control and most of the employees in the sector scored low on job satisfaction scale.

METHODOLOGY

Objectives

- To study gender difference in the level of Self efficacy and Locus of control among Male and Female print media journalists with less than 5 years and more than 5 years of work experience.
- To assess the level of self-efficacy and locus of control among Male and Female print media journalists with less than 5 years and more than 5 years of work experience.
- To study the relationship between self-efficacy, and locus of control among Male and Female print media journalists with less than 5 years and more than 5 years of work experience.

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Hypotheses

1. There is no significant gender difference in the level of self-efficacy among Male and Female print media journalists with less than and more than five years of work experience.
2. There is no significant gender difference in the level of locus of control among Male and Female print media journalists with less than and more than five years of work experience.
3. There is no significant gender difference in the area of powerful others among Male and Female print media journalists with less than and more than five years of work experience.

Corollaries

- There is no significant difference in the area of chance control among Male and Female print media journalists with less than and more than five years of work experience.
- There is no significant difference in the area of individual control among Male and Female print journalists with less than and more than five years of work experience.
- There is no significant relationship between self-efficacy and locus of control among Male and Female print media journalists with less than and more than five years of work experience.

Sample

The present study was conducted on print media journalists. A purposive sample of 60 male and 60 female journalists from the Print Medias are selected.

Experience	Male	Female
Above 5 years	30	30
Below 5 years	30	30
Total	60	60

The research is exploratory in nature. The study adopts 2X2 factorial design.

Materials

Two measures were used in this study.

1. **Self-Efficacy Scale (1982)** The Self Efficacy scale was developed by Shrer, M, Maddux, J E, Mercandante, B, Prentice Dunn, S, Jacobs, B and Rogers, R W. This is a Likert format 30 items scale which consists of series of statements about individual's personal attitudes and traits. Each statement represents a commonly held belief. The response format is a 5-point scale (1= strongly disagree, 5= strongly agree). Higher the total score, more self – efficacious is the respondent. The SES has been the most widely used GSE (General Self – efficacy) and SES (Social Self – efficacy) Measure. The SES (Self efficacy scale) was primarily developed for the clinical and personality research.
2. **Locus of Control by Sanjay Vohra (1992)** The concept of Internal-External locus of control was first proposed by Rotter in 1966 and it forms a relatively small part of a more extensive personality theory. Locus of Control is a continuum and people can be ordered on that continuum. On one end lies the internally controlled characteristics type and on the other end the externally controlled type. Approximately 150 statements were initially selected with an attempt to cover the whole range i.e. Powerful others (PO), Chance control (CC) and Individual control

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(IC). These statements were then edited and finally only 24 statements were included in the scale. The presently used scale of Levenson is a Likert type scale with multiple choice responses presented in a continuum. Response ranges from strongly agree, Agree, Undecided, disagree to strongly disagree.

Procedure

The participants who fulfilled the criteria were met personally by the researcher and intermediaries. Purpose of the research was explained to the participants. Written consent was taken from the participants. After that the self-efficacy scale and locus of control scale were administered one after the other with necessary instructions. And the tools were collected back from the participants once they finished answering them.

Variables

Independent variable

- Gender
- Male & Female
- Years of work Experience
- Below five years & above five years

Dependent variable

- Self-efficacy & Locus of control

RESULT AND DISCUSSION

Table 1 Summary of two-way ANOVA for male and female print media journalists with less than and more than five years of work experience on self-efficacy.

Source	Sum of Squares	df	Mean Square	F	Sig.
Gender	3.675	1	3.675	.065	.800
Experience	4725.075	1	4725.075	83.233	.001
Gender * Experience	143.008	1	143.008	2.519	.115
Error	6585.233	116	56.769		
Total	11456.992	119			

Table 2 Mean and SD of print media journalists on self-efficacy.

Gender	Experience	N	Mean	SD
Male	Below 5 years	30	97.80	4.930
	Above 5 years	30	112.53	9.726
	Total	60	105.17	10.660
Female	Below 5 years	30	100.33	4.795
	Above 5 years	30	110.70	9.229
	Total	60	105.52	8.972
Total	Below 5 years	60	99.07	4.988
	Above 5 years	60	111.62	9.446
	Total	120	105.34	9.812

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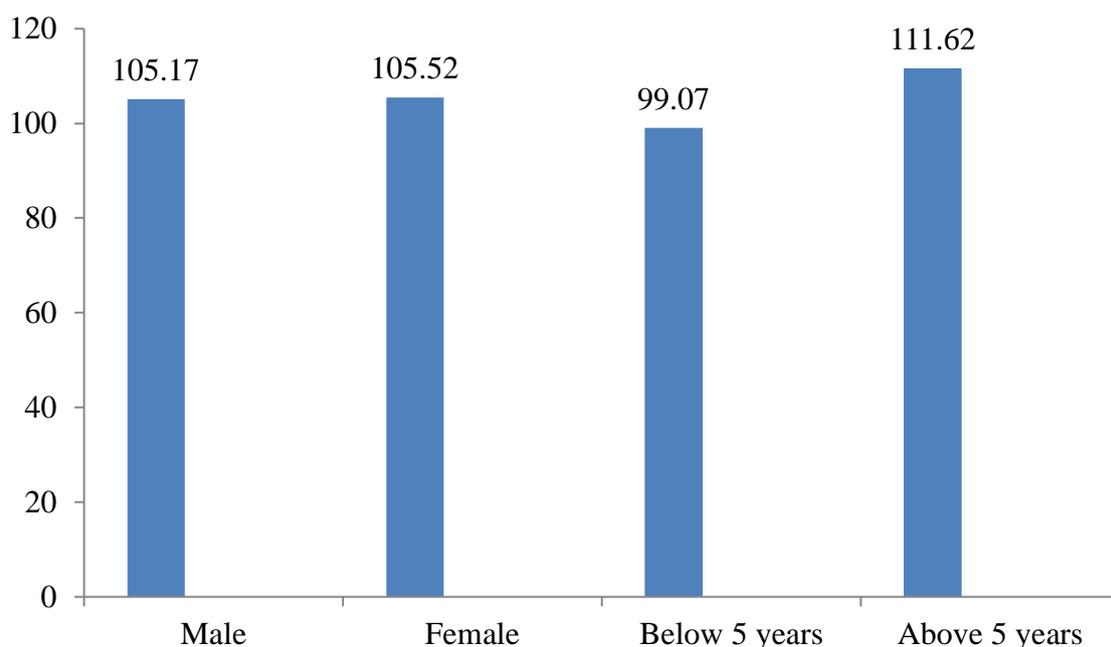


Figure 1 Mean score of male and female print media journalists with below 5 years and above 5 years of work experience on self-efficacy.

The hypothesis that there is no significant gender difference in the level of self-efficacy among print media journalists with less than and more than five years of work experience was tested using two-way ANOVA. F value for gender is not significant which shows that there is no difference between male and female print media journalists in the level of self-efficacy. Hence the null hypothesis is accepted. This result is in contrast to the findings of Klassen and Chiu (2010), who found that teachers with greater workload stress had greater class room management self-efficacy, whereas teachers with greater classroom stress had lower classroom management value for years of work experience is significant, examination of mean shows that print media journalists with more than 5 years of work experience have significantly higher level of self-efficacy as compared to print media journalists with less than 5 years of work experience. Hence the null hypothesis is rejected.

There is no significant interaction between Gender and Years of work experience.

Table 3 Summary of two-way ANOVA for male and female print media journalists with less than and more than five years of work experience on powerful others.

Source	Sum of Squares	df	Mean Square	F	Sig.
Gender	7.500	1	7.500	.461	.498
Experience	2412.033	1	2412.033	148.344	.001
Gender *					
Experience	2.700	1	2.700	.166	.684
Error	1886.133	116	16.260		
Total	4308.367	119			

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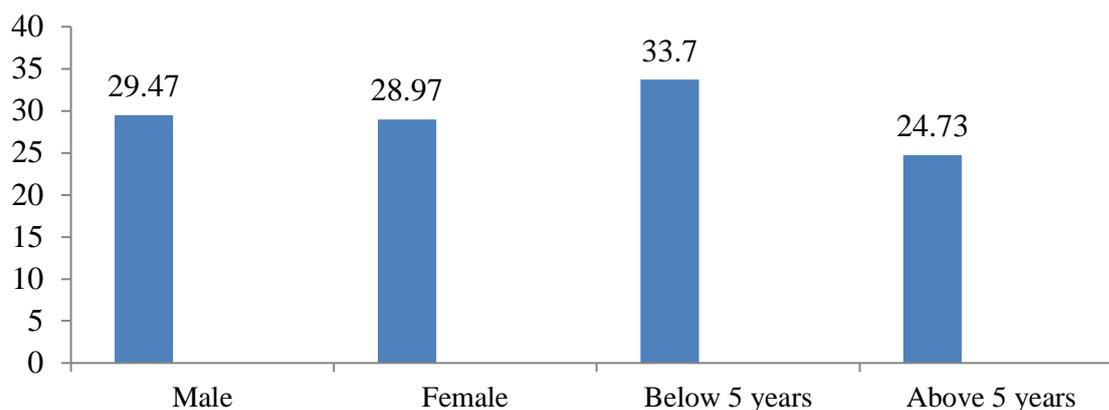


Table 4 Mean and SD of print media journalists on the area of powerful others.

Gender	Experience	N	Mean	SD
Male	Below 5 years	30	33.80	3.537
	Above 5 years	30	25.13	4.547
	Total	60	29.47	5.950
Female	Below 5 years	30	33.60	3.490
	Above 5 years	30	24.33	4.436
	Total	60	28.97	6.123
Total	Below 5 years	60	33.70	3.485
	Above 5 years	60	24.73	4.472
	Total	120	29.22	6.017

Figure 2 Mean score of male and female print media journalists with below 5 years and above 5 years of work experience on powerful others.

The hypothesis that there is no significant gender difference in the area of powerful others among print media journalists with less than and more than five years of work experience was tested using two-way ANOVA. F value for gender is not significant which shows that there is no difference between male and female print media journalists in the area of powerful others. Hence the null hypothesis is accepted. F value for years of work experience is significant, the mean score of the print media journalists with less than 5 years of work experience is significantly higher in the domain of powerful others, which shows that they believe that powerful others are responsible for the goings on in their life. Hence the null hypothesis is rejected.

There is no significant interaction between Gender and Years of work experience.

Table 5 Summary of two-way ANOVA for male and female print media journalists with less than and more than five years of work experience on chance control.

Source	Sum of Squares	df	Mean Square	F	Sig.
Gender	34.133	1	34.133	2.057	.154
Experience	1216.033	1	1216.033	73.278	.001
Gender * Experience	5.633	1	5.633	.339	.561
Error	1925.000	116	16.595		
Total	3180.800	119			

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Table 6 Mean and SD of print media journalists on the area of chance control.

Gender	Experience	N	Mean	SD
Male	Below 5 years	30	28.10	3.377
	Above 5 years	30	22.17	4.292
	Total	60	25.13	4.859
Female	Below 5 years	30	27.47	3.972
	Above 5 years	30	20.67	4.559
	Total	60	24.07	5.452
Total	Below 5 years	60	27.78	3.669
	Above 5 years	60	21.42	4.454
	Total	120	24.60	5.170

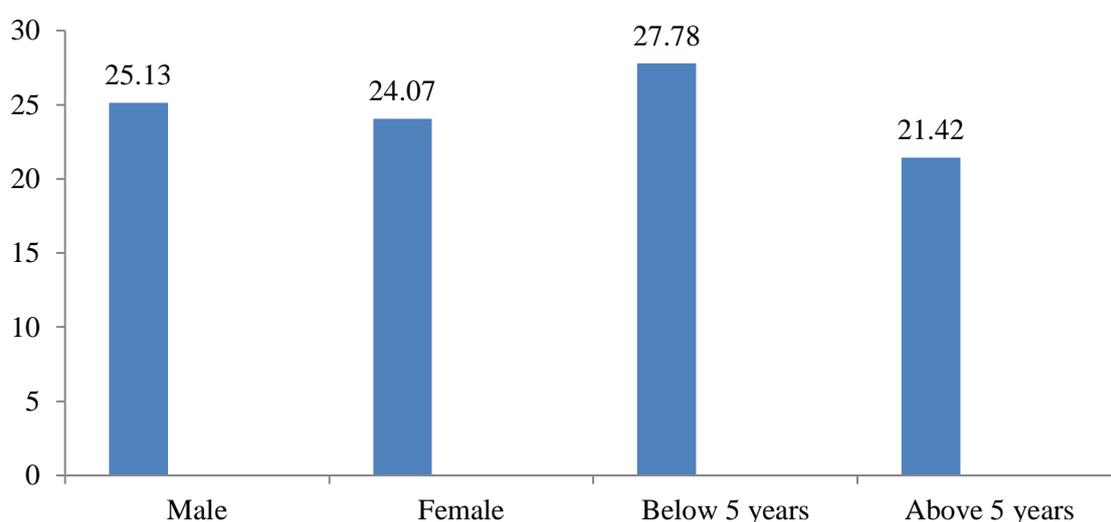


Figure 3 Mean score of male and female print media journalists with below 5 years and above 5 years of work experience on chance control.

The hypothesis that there is no significant gender difference in the area of chance control among print media journalists with less than and more than five years of work experience was tested using two-way ANOVA. F value for gender is not significant which shows that there is no difference between male and female print media journalists in the area of chance control. Hence the null hypothesis is accepted. F value for years of work experience is significant, the mean score of the print media journalists with less than 5 years of work experience is significantly higher in the area of chance control, which shows that they believe that chance factors guide their life. Hence the null hypothesis is rejected.

There is no significant interaction between Gender and Years of work experience.

Table 7 Summary of two-way ANOVA for male and female print media journalists with more than and less than five years of experience on individual control

Source	Sum of Squares	df	Mean Square	F	Sig.
Gender	20.833	1	20.833	1.492	.224
Experience	1203.333	1	1203.333	86.182	.001
Gender * Experience	12.033	1	12.033	.862	.355
Error	1619.667	116	13.963		
Total	2855.867	119			

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Table 8 Mean and SD of print media journalists on individual control.

Gender	Experience	N	Mean	SD
Male	Below 5 years	30	25.97	3.538
	Above 5 years	30	32.93	3.704
	Total	60	29.45	5.023
Female	Below 5 years	30	25.77	3.803
	Above 5 years	30	31.47	3.893
	Total	60	28.62	4.777
Total	Below 5 years	60	25.87	3.643
	Above 5 years	60	32.20	3.839
	Total	120	29.03	4.899

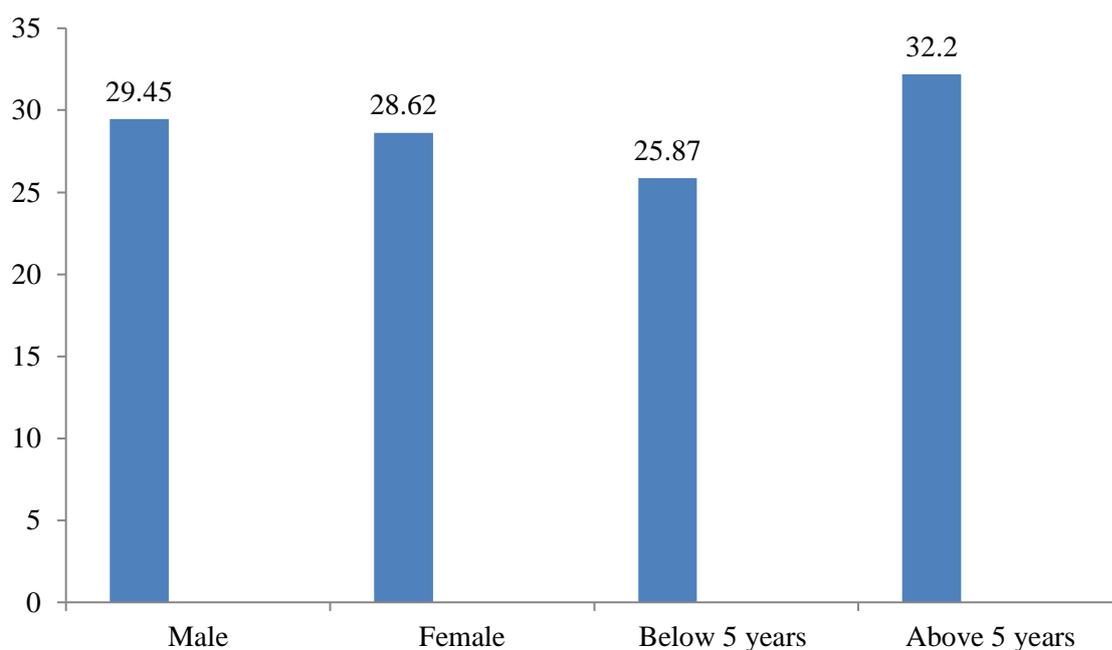


Figure 4 Mean score of male and female print media journalists with below 5 years and above 5 years of work experience on individual control.

The hypothesis that there is no significant gender difference in the area of individual control among print media journalists with less than and more than five years of work experience was tested using two-way ANOVA. F value for gender is not significant which shows that there is no difference between male and female print media journalists in the area of individual control. Hence the null hypothesis is accepted. F value for years of work experience is significant, the mean score of the print media journalists with more than 5 years of work experience is significantly higher in the area of individual control as compared to print media journalists with less than 5 years of work experience, this shows that senior journalists feel that they are in control of their life. Hence the null hypothesis is rejected.

There is no significant interaction between Gender and Years of work experience.

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Table 9 Coefficient of correlation between self-efficacy and locus of control among male and female print media journalists with less than and more than five years of work experience.

	Self-efficacy	Powerful others	chance control	Individual control
Self-efficacy	1	-.338**	-.458**	.432**
Powerful others		1	.316**	-.554**
Chance control			1	-.247**
Individual control				1

The statistical analysis of the result indicates, there is a significant negative correlation between self-efficacy and powerful others, and chance control, this reveals that as self-efficacy increases belief that external factors determine one's life decreases and vice-versa. There is a significant positive correlation between individual control and self-efficacy, which reveals that as self-efficacy increases the feeling that the individual is in control of the situation increases and vice-versa.

CONCLUSION

- There is no significant gender difference in the level of self-efficacy and locus of control among print media journalists.
- Journalists with less than five years of work experience having low self-efficacy compared to journalists with more than five years of work experience.
- External locus of control is significantly higher in print media journalists with less than 5 years of work experience.
- Internal locus of control is significantly higher in print media journalists with More than 5 years of work experience.
- There is no interaction effect between gender and years of work experience in the level of self-efficacy and locus of control among print media journalists.
- As self-efficacy increases internal locus of control increases and external locus of control decreases and vice-versa.

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Conflict of Interest

The author(s) declared no conflict of interest.

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