

Study of Examining the Role of Social Networking Is Affecting Urban and Rural Woman's Burnout (Case Study: Shahrekord Township)

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ABSTRACT

Objective: This study, entitled "the social factors affecting women's Burnout Shahrekord Township in the form of a case study is done. **Methodology:** This method was a kind of causal-comparative is. The study of the statistical community all working women was established in the year 2013 Shahrekord Township have given. **Results:** The results of the research showed that social network, between the urban and rural women, with small differences make them much less Burnout does. **Conclusion:** the variable of social network coverage has not equally affected urban and rural women in terms of job burnout and it has stronger effect on rural women's job burnout than urban women, and rural women need more coverage of social network coverage than urban women.

1. Introduction

Regarding the necessity of the research one should remember that perpetuated job burnout in women is detrimental for the social order and job performance and leads to deterioration of the commitment of the individual to their social values and goals and produce many other social anomalies. Since the consequences of job burnout are very costly for the individual and society, it seems necessary to look into the causes of job burnout in terms of cultural and social status.

On the other hand, poor education restricts scientific research and brings to focus the need for paving the way for further research in this respect.

The results of this research can prove effective in solving or alleviating problems related to the employment of women in the society, because today many women work in the society and the negative effects of job burnout can affect not only economic infrastructures but also deteriorate familial relations.

This research can also help those in charge of women's employment and the Iranian academic societies in preventing the emergence of numerous problems in this respect. Furthermore this research may help decision makers at higher levels to develop informed plans with respect to the identification of the dimensions of the problem, the effectiveness of social and cultural factors in women's and even men's job burnout by pinpointing the effective variables and contribute to the policies made with respect to women's employment, particularly rural women. Among other uses of this research is helping the students in pertinent disciplines such as sociology, psychology, psychiatry and branches related to the labor psychology, counseling and so forth.

1.1 Goal of Research

Comparison of the social and cultural causes of women's job burnout in urban and rural areas. The inevitable effects of women's working on the relationships between the spouses and children and the resulting fate determination power for women further complicates the matter, particularly when women tried to plan their familial lives on the basis of the nature of their jobs. These complexities were brought to focus when women decided to redefine their roles and competed with men for their means of living and showed creativity and sought equal training and occupational opportunities with men on the one hand, and their unwillingness to ignore the role they had in the familial relations and major responsibilities they had with other members of the family defined with respect to their familial communication network.

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The reflection of this complexity of roles, including the women's employment issue, posed heavy responsibilities for them and difficulties which required a lot of tolerance. The advent of these changes in societies and social relations at that time resulted in the new manifestations of the women's professional activities. These changes left undeniable effects on the societal employment structure, valuing system, traditional viewpoints, distribution of roles, men and women's social positions, family structure, husband-wife relationships, and most importantly, the fate of children. Obviously, each important event in the society must be studied using precise scientific and psychological and sociological analysis so that its positive and negative sides could be examined in detail. Such a logical treatment of the developments can bring to focus the positive sides of the process in line with the development and excellence and growth and remedy its negative sides. This unprecedented exodus of women from home, though advantageous in many ways, it had a very important effect on the family institution and the fundamentals of the child growth within the framework of familial relations and its psychological environment. These events have been studied frequently by researchers and psychologists.

1.2 Women's employment and division of labor within the family

Women's participation in social employment-based activities created hopes in the world of employment, especially in the industrialized nations at that time and at present in the developing nations. This changes the face of the employment world as an issue related to the productivity of the work force, economic efficiency and proliferation of organizations at national and international levels. Research shows that there is a relationship between the social supports and health. People who enjoy a social support have positive feelings with respect to themselves, and enjoy more stability in their familial lives and are able to avoid detrimental repercussions (Heidari, 2010).

The aspects of burnout include: (1) emotional exhaustion which means energy discharge and consumption of emotional resources. This dimension can be considered as the cornerstone of job burnout. (2) Depersonalization which separates workers from others and causes pessimism to colleagues, customers and organization. This dimension of the job burnout is prevalent among those staff who regularly communicate to other persons (such as teachers, students, customers, patients) to do their jobs. (3) Diminished personal accomplishment by which the person comes to a negative self-assessment. (Maslach, and Jackson, 1981).

2. Materials and method

2.1 Research background

In "A probe into environment-created mental pressure and its relationship with job burnout in nurses working at the intensive care units wards of Yazd Hospitals" showed that the majority of nurses were at average level in job burnout, emotional exhaustion, and depersonalization and low in the reduction of Personal achievement and this is indicative that nurses who were studied are high in the reduction of Personal achievement. Also, in background variables (age, gender, marital status, education, sector, work shift, special training courses, duration of the course and working experience in special sections) with respect to the three variables no significant relation was found except for the marital status and lowered Personal achievement. Also significant relation was found with respect to the variables of mental pressure of the working environment and job burnout dimensions between role inefficacy, role limit, responsibility and recurrence of emotional exhaustion severity and frequency. Furthermore, with respect to the general dimension of mental pressure (mental pressure due to the role) and dimensions of burnout, significant relation was found between emotional exhaustion and pressure due to the role of the relationship.

In a research entitled "nurses burnout and strategies to face it", Filian and Higelin (1995) concluded that the degree of burnout in the units under study was low among 38.95 percent of the units under investigation, 32.30 percent were at the average level and 28.75 percent was at the high level indicating that a great number of nurses suffer from job burnout. The findings also suggest that variables such as age, gender, marital status, position in the ward, and personality are significantly related to the exacerbation of the three dimensions of job burnout.

Job burnout is a negative emotional reaction to job, created through long attendance in high stress workplaces (Maslach et al, 2001).

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In a research entitled "Relation between Hardiness and Job Burnout among Ordinary and Exceptional Schools) Jafarpour (1997) performed a questionnaire based survey on job burnout among teachers of the primary schools of the Iranian Gyllan Province that indicated that there is not a significant relationship between job burnout and hardiness. Also, teachers of ordinary and educable retarded schools did not show any difference in terms of job burnout. But, in terms of gender there was a significant difference in job burnout between men and women, and men suffered more from job burnout than women. Although there was a significant difference between these two groups in terms of job burnout, but no significant difference was suggested between these groups in depersonalization and Personal achievement.

Maslach (1993) has identified a comprehensive, multidimensional model of burnout. This model conceptualizes burnout as a prolonged response to chronic emotional and interpersonal stressors on the job. It can be considered a distinct psychological syndrome, encompassing emotional exhaustion, depersonalization, and reduced personal accomplishment. According to Maslach (1993), individuals experiencing burnout will display decreased energy or exhaustion, feel depleted of emotional resources and find they have a negative or callous attitude, are detached from others, and feel they are nonproductive and incompetent.

Burnout is an important variable not only because that it is an index to show individuals' weak performance in workplace but also because that it influences on individual's attitudes, their physical and mental health and finally on their behavior. (Dargah and Estalkhbijari, 2012)

In his doctorate dissertation entitled “A Probe into the Relation between Job Stressors and Job Burnout among Physical Education Faculty Members of the Iranian Universities” Sadeghi Boroujerdi (2003) showed that the level of job burnout among the subjects were a little lower than average. Depersonalization was among the most important causes of job burnout, and there was significant correlation between all job burnout factors. There was a significant correlation between job stressors and job burnout among the subjects. There was a meaningful correlation between job stressors, personal stressors and organizational stressors. There was a

significant correlation between job burnout and academic degree, and those with philosophy degrees (doctorate) were of higher job burnout in comparison with those holding master’s degrees. In a study, entitled “A Probe into the Spread of Job Burnout Symptoms among teachers and administrative staff of the Education Organization” Ghadimi Moghadam and Hossein Tabatabaei (2010), on 1067 subjects in Kerman Province, the following results were obtained: job burnout was visible among the majority of subjects; 37 percent of male and 30 percent of female teachers suffered from job burnout with ascending results proportional to the academic degrees and grades taught. Job burnout was higher among men than women. There was a negative association between job burnout and job satisfaction. People permanently employed suffered more from job burnout than contract workers, and this syndrome was more widespread among the administrative staff and senior secondary school teachers than primary and junior secondary school teachers. In other words, higher level of education resulted in higher job burnouts and in the final analysis people in larger cities suffered more from job burnout.

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Burnout is a particularly serious feature of chronic stress and one that can impair the human service worker’s effectiveness (Collings and Murray, 1996).

A key dimension of the burnout syndrome is increased feelings of emotional exhaustion where workers feel they are no longer able to give of themselves at a psychological level. A second dimension is depersonalization, meaning that workers respond to persistent stress by developing negative, cynical attitudes and feelings about their clients. The third dimension is reduced personal accomplishment, meaning the worker views their work negatively and feels dissatisfied with their work accomplishments (Maslach et al., 1996).

Job burnout is a negative emotional reaction to job, created through long attendance in high stress workplaces (Maslach et al, 2001).

In a study entitled, Comparison of the level of job burnout among the teachers of retarded, deaf, blind and multi-handicapped schools and its association with self-control in a group of 195 male and female teachers who taught in the primary studies courses of educational centers indicated that there was a significant difference between the people of multiple disability with teachers of other educational centers in terms of job burnout. As far as depersonalization is concerned, there was a significant difference between male and female teachers at disabled education centers. There was not a significant difference between job burnout and marital status, level of education, and work experience. There was a difference between the sample groups in terms of job burnout, and the teacher group of multi-handicapped was higher in burnout particularly with respect to the dimension of emotional exhaustion and Personal achievement in comparison to other teachers of the educational centers for exceptional children.

Burn-out is a syndrome with dimensions of emotional exhaustion, depersonalization of personal accomplishment (Maslach et al., 1996).

In a research entitled “Comparison Physical Education and NonGym teachers in Job Burnout among in the City of Kashmar” using the Maslach and Jackson’s questionnaire, they came up with the following results: There is a significant difference between physical education and non-gym teachers in job burnout. There is not a significant difference between Personal achievement and depersonalization and burnout resulting from demographic features of physical education and non-gym teachers.

Rezaei (2006) research entitled, “Description of Job Burnout and its Association with Some of the Personal Characteristics of the Physical Education Organization” indicated that as far as frequency of emotional exhaustion is concerned, more than half of the female personnel and less than half of the male personnel suffered from mild to high level of emotional exhaustion. Regarding the component of the frequency of Personal achievement, more than half of the female and one third of the male personnel suffered from a high level of reduced Personal achievement, and more than half of the female and male personnel suffered from a high level of reduced Personal achievement. In the component of the severity and frequency of depersonalization, again, most of the female and male personnel suffered from the high and moderate severity and frequency. There is a correlation between the gender of the subjects and their emotional exhaustion and the severity of their emotional exhaustion with 1 percent and 5 percent level of significance respectively. Between the gender of the subjects and reduced Personal achievement, there is a correlation with the significance of 0.05 between the gender of the subjects and reduced Personal achievement and this significance with respect to the severity of the reduced Personal achievement is at the level of 5 percent. There is negative and significant correlation between the age of female subjects and their frequency of emotional exhaustion with the significance of 5 percent, and except for the said correlation, there was no significant correlation between the female and male subjects of the research between personal characteristics and frequency of emotional exhaustion. There is a positive correlation with the significance of 5 percent between the age of the subjects and their reduced Personal achievement. There is no significant correlation between personal characteristics of the subjects and the severity of reduced Personal achievement and severity and frequency of depersonalization. The results of the research indicated that there was significant association between gender or severity and frequency of reduced Personal achievement and severity and frequency of emotional exhaustion. A negative significant correlation was found between the frequency and severity of emotional exhaustion between the variable of age and dimensions of job burnout among female workers that indicated that the older workers had less job burnout with respect to this component. There is a positive significant correlation between reduced Personal achievement and age of the female subjects. That is job burnout has increased with the increase in their age of these subjects. Also, in the examination of the association between marital statuses, course of study, level of education, employment status and working experience, no significant correlation was observed.

3. Discussion and results

4.1 Hypothesis test:

H6: social network affects job burnout differently in working urban and rural women.

Table 1. Measuring the difference between the effect of social network on job burnout in working urban and rural women

Amended model (columns)	7847.532	8	980.942	13.33	0.001
Cut (lines)	511803.689	1	511803.689	6954.836	0.001
Place (city/village)	184.981	1	184.981	2.514	0.114
Social network	5701.877	4	1425.469	19.371	0.001
Relative deprivation x place	717.335	3	239.112	3.249	0.022
Residue (error)	27228.157	370	73.590		
Total	900533	379			
Total amendments	35075.689	378			

4.2 Result

information contained in table 1 suggest that the variable place of residence does not have any effect on job burnout but the variable social network of the respondents affect their job burnout and are in significant relation with it because the value of the statistics in both rows and columns and individually are significantly acceptable (with error less than 0.05). Also, hybridization of these two independent variables of place of residence are in significant statistical correlation with job burnout in women under study and evidence strongly support the existence of the effect of interaction between these two variables on dependent variable (error = $0.05 < 0.022$). So one can conclude that: The level of social network coverage is an effective factor on job burnout of respondents and the level of job burnout declines with increase in social network coverage, and the interactive and hybridized effect of place of residence and level of social network coverage is significantly related to job burnout.

4. Conclusion

The hypothesis addresses a comparative analysis of the effect of social network coverage on job burnout in working urban and rural women. The results obtained from testing this hypothesis suggest that the variable place of living is not effective on job burnout in respondents surveyed according to this model. However, the level of social network coverage of respondents was effective on job burnout in the women under study with a significant relation. And the hybridized relation of the two variables of place of living and social network coverage with job burnout in women was statistically significant and the evidence strongly supports the effect of these two variables on job burnout among women under study. It means that the zero hypothesis has been rejected and the research hypothesis should be accepted. It also means that although social network coverage is among the factors affecting job burnout in women and with the increase in the social network coverage, job burnout in them will decline, but the degree of effectiveness of the social network coverage in urban and rural women is not much. On the other hand, women working in urban areas and women working in rural areas suffer equal levels of job burnout. However, the variable of social network coverage has not equally affected urban and rural women in terms of job burnout and it has stronger effect on rural women's job burnout than urban women, and rural women need more coverage of social network coverage than urban women. The results obtained from the research conducted by Ghadimi Moghadam and Hossein Tabatabai (2010) closely agrees with the results of the present research because this research also finds that social network is highly effective on job burnout in female teachers of Qurvah, and this effect is stronger on rural female teachers than urban female teachers.

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