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ІНДИВІДУАЛЬНО-ПСИХОЛОГІЧНІ ВЛАСТИВОСТІ ЖУРНАЛІСТІВ РІЗНИХ СПЕЦІАЛІЗАЦІЙ

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Анотація. Стаття присвячена виявленню відмінностей в особистісних і професійних якостях журналістів різних спеціалізацій: репортерів, публіцистів, ведучих і групи зі змішаними видами професійної діяльності. По-перше, були виявлені відмінності у структурах темпераменту. Як виявилось, ведучі мають найвищі показники соціальної ергічності та пластичності, а отже, їхні нервові процеси, допитливість і здатність до переключення вищі, ніж в інших групах. По-друге, найбільш розвинені професійно важливі якості емоційної стійкості виявилися у репортерів, що зрозуміло, адже вони повинні працювати на місцях подій, іноді у складних ситуаціях і обставинах. По-третє, найвищий рівень соціального інтелекту знову ж показали ведучі. Також група ведучих продемонструвала найбільший розвиток цінностей статусу та влади, спілкування та здоров'я.

Ключові слова: особистісні риси, професійні якості, ведучі, публіцисти, репортери.

PSYCHOLOGICAL TRAITS OF DIFFERENT SPECIALIZATIONS JOURNALISTS

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Abstract. The article is dedicated to the finding of differences in personal traits and professional qualities between journalists' of different specializations as reporters, publicists, presenters and group with mixed types of professional activity. First, differences in temperament structures were found. Presenters had the highest indicators of social ergicity and plasticity, thus their nervous processes, inquisitiveness and ability to switch higher than in other groups. Second, the most developed qualities of emotional stability were in reporters that is clear because they should work in the field, sometimes in difficult situations and circumstances. Third, the highest level of social intelligence was in presenters again. The group of presenters also shows the most developed values of status and management, communication and health.

Key words: personal traits, presenters, professional qualities, publicists, reporters.

Introduction

Personal traits and professional qualities are an important part of every professional activity because they are the instruments for providing different types of actions. Personal traits may be considered as professional qualities, for example, emotional stability or able to self-regulation. In researches of professions, the question of personal traits and qualities places a key role. Nevertheless, speaking about journalists' profession predominantly revolves around topics of post-traumatic stress disorder (PTSD) or emotional burnout because these problems are most essential if we speak in terms of the psychological well-being of professionals (Monteiro, Marques-Pinto, & Roberto, 2015).

However, the researches of journalists' profession basic are also important because in this field we may find the reasons for PTSD or emotional burnout developing. Exactly the personal traits contain

a predisposition for potential future changes, for example, in temperament or nervous system characteristics (Marais & Stuart, 2005). There are very few researches dedicated to this problem today, thus consider some of them.

Short Review of the Problem

Regarding the study of the psychological side of journalistic activity, A. V. Mitlosh wrote that compared to the hard skill side ‘much less attention is paid to the study of psychological characteristics of journalists... There are practically no scientists’ researches of different genres journalists’ individual psychological differences’ (Mitlosh, 2012: 218). That is why the author researched the differences in creativity and social intelligence of journalists, who work in different genres: analytic, information or artistic journalism. A. V. Mitlosh notes that the highest indicators of social intelligence are mostly in journalists-analysts, and the highest indicators of creativity in journalists of the artistic field; reporters ranked intermediate between the two groups. In other words, such qualities as creativity and social intelligence are professionally important but have different significance depending on specialization.

The question of different professionally important qualities for different journalists’ specialization also was covered by S. Korkonosenko and his coauthors:

For reporters, the priority qualities are related to mobility and efficiency, ensuring success in a rigid rhythm of information gathering. Analysts have developed research talents, logic, depth and non-standard thinking, publicists have a figurative perception, ideology, TV and radio presenters have sociability, personal charm, artistry (Korkonosenko [sci. ed.], 2000: 45).

Another research in this field is Zakaria Khan’s research of the connection between neuroticism, psychoticism and extraversion-introversion of journalists from one side and some work situations from another (Khan, 2005). His sample consists of 100 Bangladeshi journalists: 50 reporters and 50 desk workers. As a result, Khan found, for example, that talking with people in process of finding news information or working in the last hours before a deadline both positively correlated with extraversion and negatively with neuroticism. This result proves the influence of personality traits, even temperament characteristics, on the work process of journalists. In addition, we may see two different work specializations in this research: reporters and desk workers.

Speaking about neuroticism leads us to the problem of its influence not only on professional activity but on psychological health too. A. Marais, & D. A. Stuart, researched that “journalists with severe PTSD reactions differed significantly from the journalists with minor PTSD reactions with regards to the temperament trait of neuroticism. This would indicate that pre-trauma neuroticism or anxiety could be a vulnerability factor in the development of PTSD” (Marais & Stuart, 2005: 101). It means that high sensitivity and emotional reactions to various events increase the probability of negative consequences during or after performing the work of a journalist. Thus, the psychophysiological cost of doing journalists’ work may be too high for people with high neuroticism. In this case, journalists with high neuroticism need to pay more attention to their well-being to prevent the development of PTSD.

Another variable that also predicts PTSD is hyperarousal, especially in reporters and photojournalists (Seely, 2019). Considering this, journalists tend to use different coping strategies, both positive and negative, to cope with stress. That is why psychological consulting, help and support are especially important in the journalists’ profession. But these kinds of practice need to be based on knowledge about typical journalists’ personal and professional traits.

A. Bhalla, L. S. Kang found the connections between personality traits and conflicts at work or in the family (Bhalla & Kang, 2018). For example, extraversion and agreeableness reduce the number of conflicts at both work and home, when neuroticism, vice versa, increase it. If to speak about gathering resources at work or home conscientiousness helps in it. Again, we see how deep the personality of a journalist influence his work.

Another important part of the personality that influences journalists' job is a professional role. For example, travel journalists see themselves mostly in the role of inspiring entertainer, when fashion and beauty journalists see as the service provider (Hanusch, 2017). We see the correspondence between chosen role and the area where journalist works. It encourages speculation, maybe the role was one of the reasons for choosing the activity field.

The question about journalists' specializations needs to be considered more carefully. First of all, the collocation *journalist's specializations* may be used in a different meanings. For example, word *specialization* is used in the meaning of topics or areas in which journalists work: art, sports, politics etc. considering the need for deep knowledge in this area (Harries & Wahl-Jorgensen, 2007).

Secondly, in scientific publications not so much attention is dedicated to separating specializations in journalism, most researchers used just the word 'journalists' without separating them into groups. Only in some publications, we can find the differences, for example, between stereotypes of reporters and publicists, where the first are truly and the second are not (Martin & Singletary, 1981). Perhaps, the reason for differences absence is numerous similarities among journalists of all specializations: "Journalists in all media types, genres and formats carry the ideology of journalism" (Deuze, 2005: 445).

Some researches of differences between journalists' specializations were presented. However, the results are fragmented, thus providing the research on this topic is still actual and allow to solve real problems from practice.

Method

The methodological base of the next research is V. S. Merlin theory. The personality of a journalist may be shown with next three levels:

- the level of organism individual properties (neurodynamic properties or characteristic of temperament and nervous system);
- the level of individual mental properties (personality traits);
- the level of socio-psychological properties (Vyatkin & Dorfman, 2017).

Considering this model different levels of journalist personality were researched with different methods.

First of all, Rusalov's Temperament Structure Questionnaire was used to research structures of temperament: ergicity, social ergicity, plasticity, social plasticity, pace, social pace, emotionality, social emotionality (Rusalov, 1989). As we see, there are four structures and one social variance for each of them. The ergicity means expressing interest to the world discovering and doing physical labour, social ergicity shows the level of need for social contacts. The plasticity is able to switch from one subject to another, the pace is the speed of performing something, emotionality is sensitivity, especially to the negative situations and aspects. Emotionality and social emotionality are related to neuroticism because they are also structures of the temperament.

The next method is the technique of journalists' professionally important qualities researching (by A. V. Bakhvalova). This method is used in researching self-esteem but considering that professionally important qualities are a part of personal traits we may use it in researching the second level of Merlin's model. By the way, the technique of professionally important qualities researching was made special for using in journalists' sample and include all key qualities of this profession.

The last, third level of socio-psychological traits includes values and social intelligence. The method of Person's Value Orientations Structure Diagnosis by Bubnova S.S. shows the levels of next values: recreation, material well-being, hedonism, mercy, love, cognition, influence, respect, social activity, communication, health. Diagnosis of Personality Social Intelligence or SOINT-2 by N. F. Kalina help to access the integral level of social intelligence and 40 of its constructs that were analyzed in another article (Yurchynska & Bakhvalova, 2020).

The task of our study is to establish statistical differences between indicators of individual psychological traits (temperament, personal and social traits) in the representatives of main journalistic specializations.

The complexity of this task is that most of the subjects chose not one specialization but several at once, through the diversity of their work. That is why the division of subjects into groups by specialization need to highlight the most important sides of journalists' profession. As a result, four possible groups were identified:

1) reporters/correspondents/photojournalists/investigators work "in the field", i.e. seek information, communicate with different people, be at the hotspot and inform the public;

2) publicists and analysts, editors, newsmakers work in the office or from home and create materials, using mainly the information that is already available (was collected by correspondents or found personally on the network);

3) presenters, interviewers and radio presenters communicate with guests in the studio, office or on the radio, conduct dialogues and communicate on various topics, broadcast journalists;

4) mixed group those whose work requires skills and knowledge of several specializations simultaneously (reporter-analyst, reporter-editor, etc.). Often those people work as freelancers.

As we can see, the conditions and type of the activities in identified groups differ significantly from each other.

The sample consisted of 110 journalists with different specializations, from which 80 journalists of 4 different specializations were chosen (table 1). In this way, we have four groups with equal age and sex consistency that is very useful to compare.

Table 1

The sample		
The subgroup/ specialization	Participants (number of women)	Age (Mean)
Reporters	N=20 (W=16)	32
Publicists	N=20 (W=15)	32
Presenters	N=20 (W=15)	33
Mixed	N=20 (W=15)	32

Results

The research was provided through the Internet during pandemic times in 2020. All the data were collected anonymously but a link to the Google form was sent directly to the journalists in private message. The given data was processed using a statistical program SPSS. The mean points of all sample are shown in table 2. Especial attention attracts high and low indicators.

High plasticity helps journalists change the type of activity with saving concentration and high social pace helps to speak fast but clearly, that is especially important for TV journalists and reporters. All types of professionally important qualities, cognitive, practical and emotional, are high because of the specialty of the used test (which was done for measuring journalists' traits). Nevertheless, it also shows the high level of respondents' professional training. Respect is the only value that is highly important for journalists when material well-being is lowly important. These results may be explained in a next way.

First, respect is related to the perception of a journalist by the audience, connection with the audience, ability to receive feedback and exchange views with readers that and this is extremely important to the journalist (Hatcher & Haavik, 2013; Lewis, Holton & Coddington, 2013). Second, low salaries are typical for journalists that is why material well-being importance is low in journalists (Cushion, 2007; Fedler, Buhr & Taylor, 1988).

Table 2

The average points

	Mean	The level (according to methods)	SD
Age	32,0375	–	6,32544
Ergicity	7,5250	Medium	2,79228
Social ergicity	8,0875	Medium	3,14298
Plasticity	9,3375	High	2,57025
Social plasticity	6,0375	Medium	2,65503
Pace	7,5000	Medium	2,99366
Social pace	8,5500	High	2,77375
Emotionality	7,0500	Medium	3,48196
Social emotionality	7,5125	Medium	2,49553
Professionally important qualities of emotional stability	35,5875	High	4,95982
Cognitive professionally important qualities	36,7000	High	4,59609
Practical professionally important qualities	32,9000	High	4,12648
Social intelligence	108,7625	Medium	12,86369
Values of: Recreation	3,8875	Medium	1,38704
Material well-being	2,2500	Low	1,33597
Hedonism	4,1000	Medium	1,50611
Mercy	4,2750	Medium	1,34046
Love	4,0125	Medium	1,07319
Cognition	4,1500	Medium	1,54346
Influence	3,4250	Medium	1,47361
Respect	4,6500	High	1,00757
Social activity	3,5750	Medium	1,35735
Communication	2,7750	Medium	,89972
Health	4,0125	Medium	1,31682
N=80			

Thus, the differences between the four formed groups were identified using the H-test of Kruskal-Wallis (Table 3). All indicators in the table are accompanied by their percentage of the maximum possible indicator for this variable.

Table 3

Variables that have statistical differences in different journalists' specializations

	Sig. of H-test	The average level of variables in the group:			
		Reporters	Publicists	Presenters	Mixed
Social ergicity	0,058	7,5 (63%)	6,9 (57%)	9,6 (80%)	8,5 (71%)
Plasticity	0,017	8,5 (71%)	8,2 (68%)	10,3 (85%)	10,4 (87%)
Professionally important qualities of emotional stability	0,034	37,1 (82%)	33 (73%)	36,1 (80%)	36,1 (80%)
Social intelligence	0,012	110,4 (64%)	103,6 (60%)	115,4 (67%)	105,8 (61%)
The value of status and management	0,011	2,9 (48%)	3 (49%)	4,1 (68%)	3,9 (64%)
The value of communication	0,012	2,5 (41%)	2,6 (43%)	3,3 (54%)	2,9 (48%)
The value of health	0,032	3,65 (61%)	3,7 (62%)	4,8 (79%)	4 (66%)

Statistical differences in characteristics of all personality levels were revealed. First of all, there are differences in the indicators of temperament structures. The social ergicity (the level of significance of this indicator is on the verge but still might be taken into account) is responsible for the social contacts and leadership need. Logically, the highest rate for this variable is available to presenters or interviewers, as their activities involve constant communication with people in the studio. The slightly lower level of social ergicity is in the mixed group, which has a lot of freelancers, who often come into contact with their customers. Next are reporters, who also often communicate with other people in the process of gathering information; the lowest rate for publicists is because the nature of their work does not involve communication to the same extent as in other groups, so this result is optimal. All the indicators, except presenters, are on a medium or normal level of development.

The second temperament construct, plasticity, is associated with the ability to quickly switch between different actions or thought processes. Mixed group or freelancers have the highest flexibility because they often have to work on several different projects at the same time, so switching attention is one of the key qualities for them. The presenters have almost the same result, which shows their ability to quickly change the topic of conversation, if necessary. Reporters are somewhat inferior to the first two groups but their plasticity is on the verge of high and medium values according to test norms. Certainly, for reporters, the ability to quickly switch and react to external events is a very important quality. Publicists who work in a more comfortable office environment have almost the same level of flexibility as reporters.

Among the properties of the next level of personality, according to Merlin's theory, differences were found only in the indicators of professionally important qualities of emotional stability. Reporters, who often face various negative events and stresses due to the nature of their work, have the highest scores on this variable. Thus, self-control, stress resistance, emotional stability and adaptability are paramount important professional qualities, which will allow them not only to perform successfully but also maintain mental health. Presenters and the mixed group (freelancers) have slightly lower scores, which still belong to the range of high values and provide self-control and the necessary level of communicative competence as a part of professionally important qualities of emotional stability. Publicists, again, have the lowest indicators because for them the priority is professionally important qualities of a cognitive sphere, rather than emotional.

At the level of socio-psychological traits, a number of differences between these groups were also found. First, it is the level of social intelligence (an integral score of Kalina's method). The highest, again, in those who constantly communicate with different people or in the presenters and interviewers. They need knowledge about the causes of other people's behavior and the possible consequences of certain situations. The second are reporters, who also often communicate with people and are witnesses or even participants of various social events and situations. That is why anticipating is an important skill for reporters. The mixed group and publicists have a slightly lower level of social intelligence than the previous two groups because their working conditions provide fewer situations of interaction that need to be controlled or anticipated.

In addition, there were statistical differences in the values of social status, communication and health between groups. The first value, status and management, has the extended name "high social status and management of people". This value has the greatest extent in presenters, who, indeed, must be able to manage the conversation and act in a sense as moderators. Furthermore, presenters are the people who represent journalism to the masses, so their social status is different from other groups. Therefore status and management are assessed by presenters as an important attribute. High status and influence are also valuable for mixed group participants that combine several specializations or have a job whose nature requires different types of skills. Perhaps, according to the representatives of this group, such an arsenal of knowledge and skills should become the basis and way for them to

obtain the appropriate status and influence. Reporters and publicists have a slightly lower level of this value, as their work is associated with no direct but indirect influence on people through their texts and materials.

There are differences between groups in the value of communication. It had, as expected, the largest indicator among presenters. The mixed group also evaluated communication as valuable, perhaps because they work mostly remotely (copywriting, preparation of articles, analytics) or perhaps because communication is a tool for them to self-publicize and make new useful acquaintances that help to get new orders. Publicists and reporters show the lowest indicators of communication value. Maybe, that is because for the publicists communication is not necessary, and for the reporters, communication is only part of the work, which is often associated with various unpleasant events or incidents when it is necessary to interview victims and eyewitnesses.

The results also differ between the groups in terms of the value of health. The presenters are in the first place, while in other groups this indicator is lower with a high gap between. Again, a possible explanation is a rather difficult period in which the study was conducted (COVID-19 pandemic), presenters and interviewers are just those people for whom communication with others is mandatory, so they should be especially careful to their own safety to stay healthy and do their job successfully. Meanwhile, other groups evaluated health also as valuable, but on medium level.

Conclusion

This research helps to find differences in temperament, personal and social traits of different specializations journalists. Thus, we saw that differences in traits of different levels, depending on the journalists' specialization. Presenters or interviewers have faster nervous processes, developed communication skills and higher social intelligence than other groups because their job is to communicate with different people, often in public and in real-time, so they need to be erudite and flexible. Reporters have the highest emotional resilience as a professionally important quality because they personally interact with different events, gathering information, so they need perfect self-regulation. Nevertheless, another side of reporters work is more difficult, compared to other groups, conditions of activity that could lead to a lower assessment of the importance of status, communication and even health. In contrast, publicists, who work mostly independently and in the office conditions and less often communicate with others, have the lowest social ergicity, emotional resilience, and social intelligence of all groups.

The limitations of this research are the next. First, the volume of used methods is small and it may be extended with Cattell's Sixteen Personality Factor Questionnaire for example. Second, journalists' specializations include a wider list than four do. Moreover, the next perspectives include researching journalists' personal and professional traits depending on the media, where journalist works, for example, TV channel, site or paper, blogs or other organizations.

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