

A STUDY OF THE RELATIONSHIP BETWEEN STRESS AND COPING
STRATEGIES AMONG FEMALE WORKERS IN THE MASS
COMMUNICATION ORGANIZATION OF THAILAND

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The purpose of the study was to investigate stress level and coping strategies among female workers in the Mass Communication Organization of Thailand (MCOT), Bangkok. The relationship between stress level and three coping strategies : task, emotion and avoidance was examined. The demographic variables like : age, marital status, job level, income level, educational level, nature of the family and the age of the youngest child were selected for the study.

The purposive sampling technique was used for this study. All 344 working women were recruited and 203 were qualified to be the subjects for the study. Two instruments, the Thai Computerized Stress Self Analysis Test (TCSS) and Coping Inventory for the Stressful Situation (CISS) were used. The major findings were as follows :

1. Stress among the MCOT female workers was in the normal level and three coping strategies : task, emotion, and avoidance were found to be in the average level.
2. There was no significant difference between stress level and the demographic variables.

3. There was a significant difference between task-oriented coping strategy and the one demographic variable, educational attainment at the 0.005 level.

4. There was no significant difference between emotion-oriented coping strategy and the demographic variables.

5. There was a significant difference between avoidance-oriented coping and the one demographic variable, age at the 0.001 level.

6. The relationship between stress level and emotion-oriented coping was found to be significant at the 0.001 level. The association between the two variables was positive and judged to be rather high ($r = 0.687$). However, the relationship between stress level and the other two coping strategies : task-oriented coping ($r = 0.0137$) and avoidance-oriented coping ($r = 0.1096$) were not significant.

Some conclusions that flowed from the findings are that the female workers in this study could balance office and home demands. Among the three coping strategies, only emotion-oriented coping seemed to be related to stress and appeared to be found in lower educated and lesser career-oriented female workers. Women with higher responsibilities and working mothers tended towards task-oriented coping while younger female workers with less commitments tended towards avoidance-oriented coping.