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Determinant Factors of Career Switch Intention among Mass Communication Professionals

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Abstract:

This study reviews a large body of literature mainly in different journals to examine the factors that determine career switch intention among mass communication. This study was conducted on the construct of three research questions: (1) How can the level of job motivation among mass communication professionals doing communication related job can lead to career switch? (2) What is the level of job satisfaction of mass communication professionals doing communication related job? (3) How can perception of regular payment among mass communication professionals doing communication related job lead to career switch intention? Survey research design was adopted for the work while questionnaire was the instrument of gathering the data. Findings revealed that environmental factors like human capital, economic factor, job satisfaction, and lack of job motivation oftentimes lead to potential career switch among employees of various organizations, inclusive of mass communication professionals. This research was conducted on the basis of extensive literature review; it is therefore recommended that it should be confirmed using quantitative measures.

Keywords: Career switch, job motivation, job satisfaction, mass communication, journalism

1. Background to the Study

The issue of career switch intention among mass communication professionals can be traced back to some underlying environmental factors that can lead to discouragement and eventual consideration of career path in other non-communication related jobs, one of such is economic factor; it involves low remuneration, or in some cases, non-regular payment of staff salaries by media organizations, this results in their financial situation being so bad that it negatively affects the zeal and enthusiasm with which they perform their official duties and eventually make them consider a career switch.

Marital status can sometimes also make mass communication professionals consider a career switch; some official duties can be easily and more effectively performed by those who are single than those who are married, for instance, when a single lady who has been working as a journalist becomes married and the spouse forbids her from continuing to do the same job, she would be left with no other choice than to consider a career switch to other profession so as to protect her marriage. Job satisfaction is another factor that makes mass communication professionals consider a career switch to other profession, this mostly occur when the job condition or working environment begins to get unbearable, mass communication professionals tend to consider a career switch in such a situation.

1.1. Statement of the Problem

The upsurge in career change to non-communication related jobs by mass communication professionals in Nigeria is becoming a phenomenon that should be of great concern to students of journalism and mass communication, parents, media organizations, and all stakeholders in both academic and media settings. This massive transition to non-communication related career fields is expected to be on the rise in the near future if some drastic measures are not put in place to check the reasons behind it and proffer the best possible solution to it.

This phenomenon is deemed to be in connection with the challenges that journalism profession is currently facing in Nigeria; the media industry in Nigeria is facing many challenges ranging from lack of job satisfaction, lack of job motivation and dwindling advertising revenue, which have led to non-payment of salaries of journalists by media owners and where they are paid, it is not regular. This issue has encouraged the practice of brown envelop by some journalists who must survive in the absence of salaries from their employers. All the issues earlier mentioned are capable of discouraging and sparking career switch intent in mass communication professionals.

This study seeks to explore the reasons behind the intention of mass communication professionals to change to non-communication related jobs.

1.2. Objectives of the Study

The general aim of this study is to investigate the environmental factors affecting career switch intention among mass communication professionals in six states of South-West Nigeria. The following are the specific objectives:

- To ascertain how level of job motivation among mass communication professionals doing communication related job can lead to career switch intention
- To assess how level of job satisfaction of mass communication professionals doing communication related job can lead to career switch intention
- To ascertain how perception of regular payment among graduates of mass communication doing communication related job can lead to career switch intention

1.3. Research Questions

In order to effectively carry out this study, the following research questions would be asked and answered:

- How can the level of job motivation among mass communication professionals doing communication related job lead to career switch?
- What is the level of job satisfaction of mass communication professionals doing communication related job?
- How can perception of regular payment among mass communication professionals doing communication related job lead to career switch intention?

2. Review of Related Literature

2.1. Career

Career can be defined as a person's "course or progress through life (or a distinct portion of life)";

In this definition career is understood to relate to a range of aspects of an individual's life, learning and work. Career is also frequently understood as the working aspects of an individual's life. The term is again used to describe an occupation or a profession that usually involves special training or formal education, and is considered to be a person's lifework. In this case "career" is seen as a sequence of related jobs usually pursued within a single industry or sector e.g. "a career in law" or "a career in the building trade"; (Higgins 2001).

According to both organizational and sociological scholars, careers have both an objective as well as a subjective side to them (Higgins, 2001; Gunz & Jalland, 2000; Hodkinson and Sparkes, 1997; Stephens, 1994; Bourdieu and Wacquant, 1992). The objective aspect of an individual's career consists of the observable patterns of jobs an individual has held (Cesinger, 2011) and it is normally measured in terms of rapid promotion, salary progression and status increases (King, 2001). The subjective aspect, on the other hand, consists of an individual's own perspective on the set of experiences that make up one's career (Evetts, 1992; Hughes, 1958; Van Maanen and Schein, 1977) and this focuses on a narrow range of behaviour intended to secure those outcomes. Of great significance to the present study is the subjective aspect of careers as it lays emphasis on the meanings career changers assign to such career decisions. Nonetheless, it is important to consider both aspects of an individual's career when studying career transitions (Abele and Spurk, 2009; Abele-Brehm and Stief, 2004; Giddens, 1984; Louis, 1980; Bourdieu, 1977).

For instance, Giddens (1984) used the terms "practical consciousness" and "discursive consciousness" to explain the objective and subjective elements of career decisions. He noted that both concepts are developed through schemata which serve as tools people use to understand their experiences.

As new experiences are gained, the schemata are modified and as they change so does what is recognized in the surrounding world. This is consistent with Cesinger (2011) assertion that career decisions can only be understood in terms of the life histories of those who make them. Bourdieu (1977), on the other hand, used the concept "habitus" to summarize the ways in which a person's beliefs, ideas and preferences are individually subjective but also influenced by the objective social networks and cultural traditions in which that person lives.

2.2. The Concept of Career Change

The concept of career change can be described as leaving established work experiences, in favour of beginning a new one. Lawrence (1980) defines a career change as "job move in which the second job does not belong in the normal career progression of the first." He added that, individuals in this category do not only change jobs but actually change the entire occupational focus of their work.

In addition to the definitions of career change given above, career change mostly occurs when a need to leave one's current job or job type for a totally new one that has no relation with the former arises.

This may occur when one foresees what the future of such career path may be or if one realizes that he or she is not deriving the satisfaction that should normally be obtained from such type of job. Changing job type does not only entail changing one's current job but it typically means forging a totally different career path from the former one. One might consider a change in organization but not in job (from one academic institution to another) to be a career change (Heppner et al., 1994).

2.3. Motivations for Journalism as a Career

When motivations for pursuing journalism first began to be examined, print publications were the dominant form of media. In the 1950s and 1960s research primarily focused on the reasons, students chose not to pursue careers in newspaper journalism (Weigle, 1957; Dodd & Tipton, 1992). A sizeable increase in enrolment numbers in the 1970s led Thomas Bowers (1974) to explore student attitudes toward journalism as a career. Since then, research has emphasized journalism as a possible career choice among students.

Reasons students choose to enter the field of journalism vary, but some of the top factors have remained the same throughout almost 60 years of study. According to numerous studies, the desire and ability to write continues to be a driving motivation for students to pursue journalism (Lubell, 1959; Bowers, 1974; Splichal & Sparks, 1994; Weaver & Wilhoit, 1996). Weaver et. al (2007) report that more than one in five respondents indicated a love for writing was the primary reason for pursuing a career in journalism. People are also drawn to journalism because of activities like news gathering, researching, talking to and meeting new people and the chance to tell stories (Weaver et al., 2007).

The desire to be in a profession that has an important social or political role also was appealing (Bowers, 1974; Becker, Fruit, Caudill, 1987; Weaver and Wilhoit, 1996; Weaver et al, 2007). Journalists said they were drawn to the field "because of the special role a journalist has in a democratic society (Weaver et al. 2007). The 'importance' of journalism, the chance to serve the public, the opportunity to witness important historical events and the potential to effect social change were primary motivations for many journalism students.

2.4. Job Availability and Job Satisfaction

When graduates of mass communication were asked why they took the jobs they did in the 2009 Annual Survey of Journalism and Mass Communication Graduates, answers indicated that availability was the biggest factor. For example, in 2008 and 2009 there was a large increase in the percentage of people who took jobs based on availability rather than taking jobs because that was what they wanted to do. In 2007, 23.1 percent of respondents took jobs based on availability. That number increased to 33.7 percent in 2008 and 43.9 percent in 2009. Likewise, the numbers of those who took jobs because of what they wanted to do decreased. In 2009, only 51.2 percent of respondents took jobs because it was what they wanted to do. That number decreased from 56.8 in 2008 and 60.9 in 2007. The last time there was a large increase in the percentage of people who took jobs based on availability occurred in 2001 when that number jumped to 33.9 percent from 18.2 percent. In 2001, the unemployment rate among journalism graduates jumped to 5.4 percent from 4.1 percent in 2000. In 2007, the unemployment rate among journalism graduates was 8.2 percent, rising to 14.3 percent in 2008 and then reaching an all-time high at 14.9 percent in 2009. These statistics indicate a weakened economy affect why journalism graduates take jobs (Becker et. al, 2009).

However, even though fewer people took jobs based on what they wanted over this last year, the level of job satisfaction remained fairly stable from 2008 to 2009 with only a 1.2 percent decrease in job satisfaction among those with full-time jobs and 0.3 percent decrease among those with part-time jobs, indicating that graduates may simply be satisfied with having a job in the worst job market to date for those entering the field of journalism and mass communication (Becker et. al, 2009). Given that job satisfaction tends to remain stable in the weakened economy, it is necessary to look at what affects job satisfaction and the relationship of job satisfaction to commitment to journalism.

2.5. Lack of Job Motivation

Organizations should be structured in a way that creates the environment in which employees feel trusted and are empowered to take decisions in the organization which leads to their enhanced motivation level and ultimately organizational performance are also enhanced. Dysvik and Kuvaas (2010) concluded that intrinsic motivation was the strongest predictor of turnover intention and relationship between mastery-approach goals, and turnover intention was only positive for employees with low intrinsic motivation. The only thing organization needs to do is to give employees with ample resources and platform to do. Kuo (2013) opined that a successful organization must combine the strengths and motivations of internal employees and respond to external changes and demands promptly to show the organization's value. Similarly, Barney and Steven Elias (2010) found that with extrinsic motivation, there exist a significant interaction between job stress, flex time, and country of residence. Leaders know that at the heart of every productive and successful business lies a thriving organizational culture and hardworking people collaborate passionately to produce great results (Gignac and Palmer, 2011). In an environment where job motivation is lacking, employees become less and less enthusiastic with their jobs and eventually they will begin to look towards changing their current job to another. That was why Aguinis et al. (2013) stated that monetary rewards can be a very powerful determinant of employee motivation and achievement which, in turn, can advance to important returns in terms of firm level performance.

Job security can also provide some levels of job motivation; Yamamoto (2013) stated that if employees perceives they will be getting rewards for good work and their job is a secured one, their performance will automatically be better, on the other hand, when they are in doubt of their job security they will consider a change of job. Similarly, Zhang and Wu (2004) indicated that with Job security, employees get confident with the future career and they put their most efforts to achieve the objectives of the organization. So, we can say that job satisfaction is the most influential tool of motivation and put the employees very far off from mental tension, thereby giving their best to the organization, ultimately it leads to profit maximization. However, job insecurity demotivates employees, reduces their productivities, and ultimately plunges profit margin of an organization into decline.

2.6. Occupation Tenure

Individuals learn important new work skills and perfect old skills by on-the-job training. Through informal instruction by their supervisors or co-workers, trial and error, and repetition individuals become increasingly proficient and productive. On the one hand, increased occupational tenure represents a significant human capital investment, therefore a reduced probability of changing occupations. There is limited evidence to support this proposition. The report of Aryee and Tan (1992) says that increased employee development was associated with lower intentions of changing occupations. On the other hand, it has been shown that participating in skill development leads to thoughts about changing careers (Donohue, 2007). Carless and Bernath (2007), in contrast, found that occupational tenure had no impact on intentions to change careers with a sample of Australian psychologists. In view of the conflicting theoretical propositions and evidence, the relationship between human capital (education and occupational tenure) and career change will be explored. It can however be concluded here that occupational tenure, employee development, and on-the-job training do not determine whether or not an individual would change occupation, the only determinant factor here is whether or not the individual concerned is deriving satisfaction with his present job.

2.7. Job Search and Intentions to Leave Current Job

According to the theory that guides this study and theory of reasoned action (Rhodes & Doering, 1993; Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975), the immediate antecedents of career change are thoughts of changing careers, actual job search and intention to change. Individuals who invest time in job search are likely to be aware of alternative careers. Individuals who changed careers perceived greater availability of acceptable alternative positions (Kanchier and Unruh, 1989). In the same vein, when Neapolitan (1980) interviewed career changers and a matched group of stayers, he found that dissatisfaction with the current career was not enough to cause a career change, attractive alternatives were also required. Due to the lack of research on actual career change generally, no direct evidence in support of the proposed relationship could be located. On the other hand, there is strong evidence of the relationship between turnover and intentions to leave and job search behaviour (Griffeth et al., 2000).

Thus, it is expected that job search behaviour and intentions to leave current job will be positively associated with career change.

The argument above can also be viewed from a different perspective. While awareness of alternative careers may be part of variables that contribute to career change, dissatisfaction with one's present job is pivotal to making such an important decision on whether or not to change career. An individual who is satisfied with his present job is less likely to consider changing his or her job even when he or she is aware of alternative careers, and as already stated in this research, job satisfaction cuts across monthly income, working condition, job security, work relationship or inter-relation between boss and subordinates and between colleagues that are working together, career change is less likely to occur as long as all these are being properly derived.

2.8. Theoretical Review

2.8.1. Social Exchange Theory

The social exchange theory proposes that social behavior is the result of an exchange process between two people. The basic concept of the exchange theory is that it emphasizes the cost between the interactions of people and their social environment. Exchange theory attempts to explain human behavior under the content of a balanced-equal ratio within the distribution of giving and receiving. Four men, George Homans, John Thibaut, Harold Kelley, and Peter Blau are largely credited with the emergence of social exchange theory in the late 1950s and early 1960s (Emerson, 1976). The crux of the theory in Homans's own words is as follows: "Social behavior is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige. Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them. This process of influence tends to work out at equilibrium to a balance in the exchanges. For a person in an exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behavior changes less as the difference of the two, profit, tends to a maximum" (1958: 606). Social exchange theory is a key theory used to understand and explain interpersonal relationships and communication.

2.8.2. Research Design

Survey research design is employed for this paper. According to Adewale (2000) survey is "a method of data collection with the use of questionnaire and interview. The population for the study is graduates of mass communication working in all the mass media in the six state of South West, Nigeria. Most data used for this work were based on primary and secondary data collection. Primary data used for this study is questionnaire while secondary data are already existing sources like textbook, relevant journals and internet of different websites. The sample size of the study comprises of 719 mass communication professionals working in mass media who read mass communication in the selected media in the southwestern of Nigeria. Stratified sampling method was used in the selection of the media; the media were stratified by type (Radio, television and Newspaper) and by ownership (Federal, state and Private). Random sampling method with the use of balloting was used in choosing the media in the group of media stratified for this research work. However, since the population was limited, there was no need to sample the respondents. Krippendorff (2004:111) says that sampling is necessary only when the universe of available element is too large to be examined as a whole. Data collected from the field were analyzed using both descriptive and inferential statistics. The descriptive analysis included percentages and mean,

while the inferential statistics were correlation and regression analysis using Statistical Product and Service Solution (SPSS) software.

3. Data Analysis, Results and Discussion of Findings

3.1. Analysis and Results of Findings

Items	Type of Media Ownership			
	Private		Public	
	F	(%)	F	(%)
I get regular promotion at my current media job; therefore, I am not interested in career switch				
Agreed	158	77.1	320	62.3
Disagreed	47	22.9	194	37.7
$\bar{x}\pm SD$	1.67 \pm 0.47		1.80 \pm 0.39	
Average Mean ($\bar{x}\pm SD$)	1.67 \pm 0.47			
My salary is timely and regularly paid, therefore, I am no interested in career shift				
Agreed	157	76.6	232	45.1
Disagreed	48	23.4	282	54.9
$\bar{x}\pm SD$	1.64 \pm 0.48		1.83 \pm 0.38	
Average Mean ($\bar{x}\pm SD$)	1.64 \pm 0.48			
I get commendation regularly based on the job well done, therefore, I am no interested in career switch				
Agreed	163	79.5	295	57.4
Disagreed	42	20.5	219	42.6
$\bar{x}\pm SD$	1.64 \pm 0.47		1.84 \pm 0.37	
Average Mean ($\bar{x}\pm SD$)	1.64 \pm 0.48			
I am well protected against various forms of dangers by my employer; therefore, I am no interested in career switch				
Agreed	155	75.6	247	48.1
Disagreed	50	24.4	267	51.9
$\bar{x}\pm SD$	1.61 \pm 0.49		1.84 \pm 0.37	
Average Mean ($\bar{x}\pm SD$)	1.61 \pm 0.49			
I am well respected on reportorial assignment by the government and security personnel; therefore, I am no interested in career switch				
Agreed	119	58.1	245	47.7
Disagreed	86	41.9	269	52.3
$\bar{x}\pm SD$	1.67 \pm 0.47		1.76 \pm 0.43	
Average Mean ($\bar{x}\pm SD$)	1.67 \pm 0.47			
My job is secured; therefore, I am no interested in career switch				
Agreed	172	83.9	416	80.9
Disagreed	33	16.1	98	19.1
$\bar{x}\pm SD$	1.71 \pm 0.46		1.75 \pm 0.44	
Average Mean ($\bar{x}\pm SD$)	1.71 \pm 0.46			
Summary of Job Motivation	F	%		
Low	290	40.3		
High	429	59.7		
Total	719	100.0		
Average Weighted Means ($\bar{x}\pm SD$)	1.60 \pm 0.49			

Table 1: Job Motivation and Career Switch Intention

Source: Researcher (2020)

***Note maximum= agreed=2; minimum=disagreed=1; ***Decision Rule if mean is ≤ 1.49 job motivation is low (disagreed); if mean is 1.5 to 2.0, job motivation is high

Table 1 shows that respondents largely agreed with the influence of level of job motivation on career intention switch among mass communication professionals doing communication related job ($\bar{x} = 1.60\pm 0.49$). Specifically, respondents agreed on job motivation in terms of regular promotion ($\bar{x} = 1.67\pm 0.47$), prompt payment of salary ($\bar{x} = 1.64\pm 0.48$), regular commendation based on job well done ($\bar{x} = 1.60\pm 0.49$), protection against job hazards ($\bar{x} = 1.61\pm 0.49$), respects received while on reportorial assignment ($\bar{x} = 1.67\pm 0.47$) and job security ($\bar{x} = 1.71\pm 0.46$). This is an indication that mass communication professional's intention to switch over to other profession could be influenced to a very large extent on the prompt payment of salaries, job security, commendation on job well done, insurance benefits against risks that come along with media job. Therefore, the level of job motivation derived by mass communication experts plays a significant influence on their decision to continue with the job or not.

Items	Type of Media Ownership			
	Private (n=205)		Public (n=514)	
	F	(%)	F	(%)
Doing what I studied in school makes me satisfied with the profession, hence, I have no interest in career switch				
Strongly agreed	65	31.7	121	23.5
Agreed	118	57.6	337	65.6
Disagreed	12	5.9	27	5.3
Strongly disagreed	10	4.9	29	5.6
$\bar{x}\pm SD$	3.52±0.45		3.42±0.45	
Average Mean ($\bar{x}\pm SD$)	3.47±0.46			
Objectivity nature of journalistic work makes me satisfied with the profession, therefore, I have no interest in career switch				
Strongly agreed	70	34.1	119	23.2
Agreed	102	49.8	317	61.7
Disagreed	24	11.7	55	10.7
Strongly disagreed	9	4.4	33	6.4
$\bar{x}\pm SD$	3.42±0.45		3.46±0.45	
Average Mean ($\bar{x}\pm SD$)	3.43±0.42			
I feel satisfied doing communication related jobs because it is pensionable profession, therefore, I have no interest in career switch				
Strongly agreed	48	23.4	78	15.2
Agreed	107	52.2	206	40.1
Disagreed	28	13.7	136	26.5
Strongly disagreed	22	10.7	94	18.3
$\bar{x}\pm SD$	3.30±0.48		3.32±0.39	
Average Mean ($\bar{x}\pm SD$)	3.32±0.49			
I feel satisfied doing communication related job because it has future, therefore, I have no interest in career switch				
Strongly agreed	35	17.1	105	20.4
Agreed	126	61.5	329	64.0
Disagreed	31	15.1	58	11.3
Strongly disagreed	13	6.3	22	4.3
$\bar{x}\pm SD$	3.46±0.44		3.30±0.48	
Average Mean ($\bar{x}\pm SD$)	3.36±0.42			
I feel satisfied doing communication related job because it brings me closer to influential people, therefore, I have no interest in career switch				
Strongly agreed	63	30.7	109	21.2
Agreed	122	59.5	332	64.6
Disagreed	13	6.3	49	9.5
Strongly disagreed	7	3.4	24	4.7
$\bar{x}\pm SD$	3.40±0.47		3.50±0.41	
Average Mean ($\bar{x}\pm SD$)	3.47±0.48			
Summary of Job Satisfaction	F	%		
Low level of satisfaction Very high	141	19.6		
High level of satisfaction High	437	60.8		
Low	45	6.3		
Very low	96	13.4		
Total	719	100.0		
Average Weighted Means ($\bar{x}\pm SD$)	3.39±0.42			

Table 2: Job Satisfaction and Career Switch Intention

Source: Researcher (2019). ***Note Maximum= Agreed=2; Minimum=Disagreed=1***

Decision Rule If Mean ≤ 1.5 = Level of Job Satisfaction Is Very Low; 1.5 To 2.49 = Level of Job Satisfaction Is Low; 2.5 to 3.49 = Level of Job Satisfaction Is High; 3.5 to 4.0 = Level of Job Satisfaction Is Very High

Table 4.2.5 shows that generally, the level of satisfaction among journalism professionals was high ($\bar{x} = 3.39\pm 0.42$). Specifically, respondents affirmed that practicing what they studied in higher institution of learning ($\bar{x} = 3.47\pm 0.46$) and the objectivity nature of journalism ($\bar{x} = 3.43\pm 0.42$) had influenced their career switch intention. Also, the respondents specifically agreed that they had no career switch intention because mass communication jobs are pensionable ($\bar{x} = 3.32\pm 0.49$), had future prospect ($\bar{x} = 3.36\pm 0.42$) and due to the fact that the profession brought them closer to influential personalities in the society ($\bar{x} = 3.47\pm 0.48$). Therefore, the extent of satisfaction derived from the job does not influence career switch intention among journalism professionals in Southwest Nigeria. Imperatively, many of the

respondents were not interested in quitting the mass communication jobs as long as they derive the anticipated level of satisfaction on the job.

Items	Type of Media Ownership			
	Private		Public	
	F	(%)	F	(%)
I am paid regularly, therefore, I have no interest in career switch				
Agreed	100	48.8	192	37.4
Disagreed	105	51.2	322	62.6
$\bar{x}\pm SD$	1.66 \pm 0.48		1.75 \pm 0.43	
Average Mean ($\bar{x}\pm SD$)	1.62 \pm 0.49			
I am not underpaid compared to other related profession; therefore, I have no interest in career switch				
Agreed	145	70.7	266	51.8
Disagreed	60	29.3	248	48.3
$\bar{x}\pm SD$	1.65 \pm 0.48		1.81 \pm 0.40	
Average Mean ($\bar{x}\pm SD$)	1.67 \pm 0.49			
I enjoy other benefits that come with my monthly salary; therefore, I have no interest in career switch				
Agreed	126	61.5	230	44.8
Disagreed	79	38.5	284	55.2
$\bar{x}\pm SD$	1.65 \pm 0.48		1.65 \pm 0.41	
Average Mean ($\bar{x}\pm SD$)	1.49 \pm 0.50			
Mass communication professionals' salary scale is adequate; therefore, I am not interested in career switch				
Agreed	139	67.8	288	56.0
Disagreed	66	32.2	226	44.0
$\bar{x}\pm SD$	1.67 \pm 0.47		1.77 \pm 0.42	
Average Mean ($\bar{x}\pm SD$)	1.59 \pm 0.49			
Mass communication profession comes with adequate and dependable pension benefits; therefore, I have no interest in career switch				
Agreed	141	68.8	236	45.9
Disagreed	278	54.1	236	45.9
$\bar{x}\pm SD$	1.63 \pm 0.48		1.81 \pm 0.39	
Average Mean ($\bar{x}\pm SD$)	1.52 \pm 0.50			
Summary of payment of salary	F	%		
Irregular	430	59.8		
Regular	289	40.2		
Total	719	100.0		
Average Weighted Means ($\bar{x}\pm SD$)	1.42 \pm 0.49			

Table 3: Perception of Regular Payment and Career Switch Intention

Source: Researcher (2020); ***Note maximum= agreed=1; minimum=disagreed=2

***Decision Rule if mean is ≤ 1.49 salaries are regularly paid (disagreed); if mean is 1.5 to 2.0, salary is irregularly paid

Table 3 shows that generally, career switch intention among mass communication professionals could be as a result of irregular payment of salary (1.42 \pm 0.49). Specifically, respondents disagreed that they were paid their salaries as at when due (1.62 \pm 0.49), thus they had intention to switch away from their current job. However, the respondents specifically agreed that they were not underpaid (1.67 \pm 0.49), enjoyed other benefits apart from their stipulated monthly salary (1.49 \pm 0.50) and therefore had no career switch intention. Also, the respondents specifically agreed that mass communication salary scale was adequate (1.59 \pm 0.49) while they largely disagreed that mass communication profession comes with adequate and dependable pension scheme (1.52 \pm 0.50). Therefore, a significant proportion of mass communication professional in Southwest Nigeria had the intention to switch job, and this could be attributed to irregularity in payment of their salary and other remunerations that come with the profession while working and possibly at retirement.

4. Discussion of Findings

There are several factors that have been linked to career switch intention among mass communication professionals that working across private and public media outlets in the Southwest region of Nigeria. These identified influences include job motivation, job satisfaction and regular payment of salaries.

The first research question is: how can level of job motivation influence career switch intention among mass communication professionals? It is clear from the study that the extent of motivation enjoyed by mass communication professionals goes a long way in influencing their choice of whether to remain on the job or seek a better one elsewhere. Based on the researcher's observation, job motivation; with respect to passion for mass communication job, was on the decline. It was gathered that passion for one form of motivation or another kept veterans on the job. Lack of job motivation was viewed as a form of disappointment by the younger generation of professionals who were still new on the job. What they met on ground was far below their expectation before venturing into the mass communication profession. Therefore, on the average, low or poor job motivation, lack of commendation, failure of media outlets employers to protect their employees against various forms of danger, especially when on reportorial assignments, as well as delays in staff promotion demoralized mass communication professionals and hence led them to seeking better career wherever they opportunity come.

The findings in this study are in line with Kuo (2013) and Gignac & Palmer (2011) who argued that except employees were motivated and rewarded either in cash or kinds, the best in terms of productivity and commitment to the growth and development of the work place may not be optimized. Equally, the findings corroborate Zhang & Wu (2004) who maintained that the profit margin was bound to drop in an organization with no assurance of job security. Therefore, the answer to the first research question is positive.

The second research question is: what is the level of job satisfaction of mass communication professionals doing communication related job? Based on the findings of the study, the researcher maintained that the level of job satisfaction played a very crucial role in career switch intention among mass communication professionals in Southwest region of Nigeria. Job satisfaction brings the best out of employees because it increases their passion for what they have chosen as means of livelihood. The researcher equally observed that the level of career redundancy tends to drop as the level of job satisfaction increases among mass communication professionals in the South-Western region of Nigeria. It was further observed that self-fulfillment and self-confidence becomes inevitable where employees are satisfied with their jobs.

This finding is in line with the set objective of the study, these findings are in line with Cesinger, (2011), Donohue (2007) and Rhodes & Doering (1983) who observed that job satisfaction could probably lead to thoughts about career switch. Equally, the findings corroborate Peterson (1997) which states that the level of job satisfaction declines when an employee contemplates making a career switch and then picks up once he or she implements the change. In relation to the findings in this study is Cesinger (2011) who maintained that job dissatisfaction is likely to lead to thoughts about career switch is largely acceptable and certain since basically every employee of an establishment typically cravings for satisfaction on the chosen job. Deducing from the observed information from the study, it is clear that the level of job satisfaction has significant influence on career switch intention among mass communication professionals in the South-Western region of Nigeria.

The third research question is: what is the perception of regular payment among mass communication professionals doing communication related job lead to career switch intention? Based on the general opinion shared by the participants, irregular payment of salary is the major driving force behind career switch intention among mass communication professionals in the South-Western region of Nigeria. Evidence from the study shows that mass communication professionals that are working with privately-owned media houses were the most affected, followed by their colleagues that are working with state government-owned media outlets. It is therefore obvious that career switch intention, especially from privately-owned media establishments to public (mostly federal media houses) was influenced by irregular payment of salary. It is perfectly normal and natural for any employee whose monthly salaries payment is not regular to consider switching job if the opportunity presents itself.

These findings are not totally different from Aryee & Tan (1992) who stated that increased employment development was associated with lower intentions of charging occupations. Relating this proposition to the finding in this study, it is very much unlikely that a media outlet that could not pay its employees' salaries regularly would expend sufficient capital on their capability development. Equally, Griffith et al., (2000) argued that it was expected that job search behaviour and intention to leave present job will be positively associated with career change. It is pertinent that irregular payment of salary will influence the thoughts for new job search; therefore, it is appropriate to corroborate findings from this study to Griffith et al., (2000).

5. Conclusion

The study has revealed that career switch intention among mass communication professionals in the South-Western Nigeria was influenced to a very large extent by environmental factors. The relationship between career switch intention and environmental factors among mass communicators in the study had more negative than positive influences. Therefore, the lower the qualitative of environmental factors, the higher the career switch intention among mass communication professionals in Southwest Nigeria.

The study ascertained the level of job motivation among mass communication professionals doing communication related job can lead to career switch intention; it had assessed the extent at which job satisfaction of mass communication professionals doing communication related job can lead to career switch intention; it had ascertained the perception of regular payment among graduates of mass communication doing communication related job can lead to career switch intention.

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