

# Social Responsibility of the Mass Media and Work Passion Predicting Adversity Quotient of Employees in the Mass Media

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## Abstract

This research aimed 1) to study ability level to handle adversities (adversity quotient), social responsibility of the media, and work passion of media profession organization employees, 2) to study the relationship between social responsibility of the media and adversity quotient of media profession organization employees, 3) to study the relationship between work passion and adversity quotient of media profession organization employees, and 4) to predict adversity quotient based on social responsibility of the media and work passion of media profession organization employees. The research sample is 362 media profession organization employees. The research instrument is a questionnaire. Statistics used for data analysis are frequency, percentage, mean, standard deviation, Pearson's correlation coefficient, partial correlation coefficient, and stepwise multiple regression analysis. The findings from the research revealed that 1) adversity quotient, social responsibility of the media, and work passion of media profession organization employees were at the highest level on average, 2) social responsibility of the media was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01, 3) work passion was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01, 4) social responsibility of the media in terms of responsibility to media profession, responsibility to strengthen the public, responsibility to be the public media, responsibility to recognize its media's impact on society, responsibility to journalism ethics, work passion, employee endorsement, job commitment, discretionary effort, and organizational commitment could predict adversity quotient of media profession organization employees by 62.80%.

**Keywords:** Social responsibility of the media, work passion, adversity quotient

## I. INTRODUCTION

According to a report released by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in March 2022, social media have taken over the function of information screeners during the past five years, posing a danger to the mass media's credibility. UNESCO warns that the current business models of new organizations have a significant impact on the rights of the general public, particularly mass media organizations that seek to make

money from advertisements, ad clicks, or the volume of viewers rather than the quality of their content without taking social impacts into account (Kulchada, 2022). Work situations of the media in Thailand and their value at present give rise to considerable social issues. They gain attention from and are in the eyes of the society (Apiwat, 2009). They are questioned about their social responsibility as the media. Media profession organization employees need to adapt themselves and have abilities to endure

challenges and overcome difficulties to prove their roles and duties to encourage the public to perceive and rely on. Adversity quotient is another qualification that media profession organization employees must have. If employees can confront problems and overcome obstacles, it will make organizational work more successful (Theera, 2008) and enable employees to realize the value of mass media work, work passion, and self-esteem.

Work passion is another factor encouraging employees to have ability to handle adversities. Loving the job one is doing is a concept that has gained interests for such a long time. At the beginning, it was in the form of the concept related to job commitment, organizational commitment, organizational loyalty, job satisfaction, and working collaboratively to achieve organizational goals. It is a job employees feel they have power and duties to create their performance to their full capacity in thinking, initiating, and doing what they would like to do to achieve success as required by their organization. It is a job that enables employees to learn that their job plays a part to make the ultimate goal of their organization reach success. These things make employees feel they have value to their organization and the job they are doing is meaningful (Prakal, 2016). Mass media job requires love, good attitude, determination to confront problems and overcome obstacles through presenting correct news and information that shall be passed on to people who are message receivers.

Media profession organization is another organization that the society gives attention to and keeps an eye on in relation to their neutrality in presenting news or facts. With regard to problems and obstacles caused by work systems from the government sector or people and situations arise every day, the researcher would like to present adversity quotient of media profession organization employees, social responsibility of the media, and their work passion. As a consequence, the researcher conducted a study on social responsibility of the media and adversity quotient of media profession organization employees.

## II. RESEARCH OBJECTIVES

To study ability level to handle adversities (adversity quotient), social responsibility of the media, and work passion of media profession organization employees.

To study the relationship between social responsibility of the media and adversity quotient of media profession organization employees.

To study the relationship between work passion and adversity quotient of media profession organization employees, and

To predict adversity quotient based on social responsibility of the media and work passion of media profession organization employees.

## III. LITERATURE REVIEW

### *Concepts related to adversity quotient*

Stoltz (1997) defined adversity quotient as the ability of an individual to think, manage, direct, and endure challenges and difficulties in life, without giving up until they reach the set goals, on the basis of self-motivation, being optimistic, and hope. It is a significant factor encouraging people to have success in work and life, in addition to intelligent quotient and emotional quotient.

Puripat (2017) gave the meaning of adversity quotient as the ability of a person to confront or respond to obstacles in life with strong enthusiasm and determination to do everything to pursue his/her goals.

Pattama (2017) defined adversity quotient as the capacity of a person to fight against ongoing problems and obstacles with mindfulness, determination, great efforts, and patience uninterruptedly until he/she is able to get through those problems, able to manage his/her life with mindfulness, to turn crisis into opportunity, to see failure as a path to success, to see problems and life energy with positive thinking and hope, be strong and never give up and strongly endure hardship.

According to the study on the meanings of adversity quotient from various textbooks and

relevant academic documents, the researcher concluded and gave the meaning of adversity quotient in this research as the ability of employees to perceive and understand problems and obstacles in hard circumstances, to be responsible for problems and obstacle using an appropriate method to control and overcome difficulties by making an effort to do things with determination, to change crisis into opportunity, to see failure as a path to success, with hope by believing that they can control those situations.

### ***Concepts related to social responsibility of the media***

Peterson (1973) mentioned the social responsibility theory as it is a theory enabling the media to be more aware of their responsibility by adhering to professional ethic as the core principles of the code of conduct. Emphasis is placed on freedom of opinions, elevating social conflicts from violence to opinion exchange, based on 3 principles to ensure the media are neutral and respond to the demands of people and the society, namely,

1. Allowing people to have rights and freedom to take part in and choose which news to consume.
2. Media must have liberty and freedom of news presentation.
3. Media must be aware of the benefits the society should receive.

The roles and duties of the media under this theory are supporting a political system by presenting news and facts associated with public activities, increasing intelligence of the public, and promoting the democratic process to ensure people as a whole are capable of governing themselves, protecting individual's rights by performing their duty as a government controller and supporting economic system by providing advertisement services, provided that this part of income shall not destroy the liberty of the media. The important hypothesis of the social responsibility theory of the media is freedom is commonly bound to obligations. How much libertarianism shall respond to social demands depends on the way the media perceive their

responsibilities. If the media do not take responsibility for their duties, other organizations will take care of important duties of the media to endues they will be carried out in a good manner (Lasswell, 1948). The 6 duties of the media are

- 1) to support political system by presenting news, discussion, and arguing things related to public activities.
- 2) to increase intelligence of the public for being capable of governing themselves.
- 3) to protect individual doctrine by performing a duty as a government controller.
- 4) to support economic system, namely, the press should manage product sellers and service providers to meet each other by using media for advertising.
- 5) to provide entertainment.
- 6) to maintain their financial status to be secure enough to be free from pressure by any interest group, especially the elements of social responsibility of the media.

### ***Social Responsibility Theory***

Vachara (2017) conducted a study on "the analysis of factor of Thai daily newspaper's social responsibility in the opinion of journalists" and found 8 factors of social responsibility of Thai daily newspaper with 55 variables included:

1. Responsibility to media profession
2. Responsibility to journalism ethics
3. Responsibility to be the public media
4. Responsibility to the social criticism in a public issue
5. Responsibility to media duties
6. Responsibility to strengthen the public
7. Responsibility to recognize its media's impact on society
8. Responsibility to protect public interests

Studying the meanings of social responsibility of the media from relevant textbooks and academic documents, the researcher concluded and gave the meaning of social responsibility of the media in this research as basic regulations of responsibility of the media to morality and

ethics, used as the conceptual framework for performing duties of the media, which will be beneficial to the public on the basis of reporting facts with consciousness and journalism ethics, and carefulness in order to prevent any bad effect on the society caused by reporting such fact (Jirathitikarnkij, 2017).

The researcher set the hypothesis 1 as social responsibility of the media is related to adversity quotient of media profession organization employees.

### *Concepts related to work passion*

Zigarmi et al., (2011) defined work passion as individual's persistent, emotionally positive, meaning-based state of well-being stemming from reoccurring cognitive and affective appraisals of various jobs and organizational situations that result in consistent constructive work intentions and behaviors. It is a significant qualification causing efforts, putting the needs of others before one's own, organizational commitment, and efficient performance.

Norachai (2019) defined work passion as custom and constant work behavior and intention. It is behavior expressed to represent the feeling towards an effort in doing what one wishes. It is individual's internal feeling from the process of thinking and decision making to do things worth and important to one's own the most.

Bannaporn (2020) defined work passion as desires that respond to demands inside employees. It is the feeling or enthusiasm to perform one's duty as best one can or to have good relationship with surrounding people, with the purpose to accomplish the tasks assigned in an efficient manner and useful for the organization.

Studying the meanings of work passion from relevant textbooks and academic documents, the researcher concluded and gave the meaning of work passion in this research as positive, meaning-based state of well-being of employees who are happy at work, expressed through creative behaviors. They seek a way to develop themselves at all times, are enthusiastic and determined to work efficiently for achieving success and overcoming obstacles. They are

good members of their organization, support the organization positively and wish to stay with the organization.

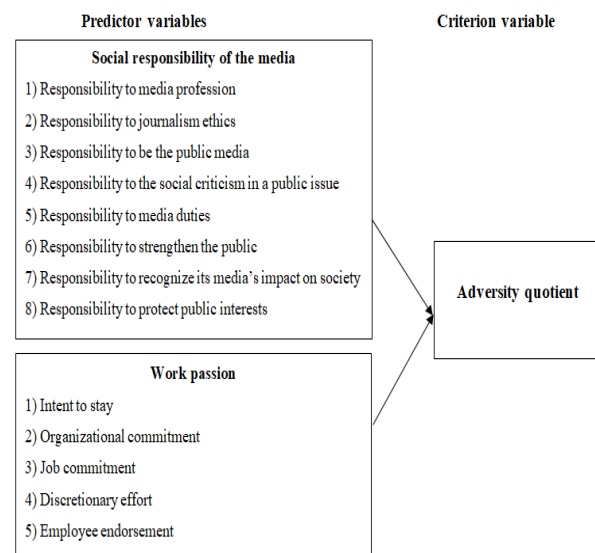
The best method to succeed at work is work passion since some jobs require much energy. When employees love the job they are doing, they will try to improve themselves, get excited about their jobs. They are enthusiastic and attentive. They devote their ability to their jobs and are able to fight against problems and obstacles that may arise, as if they are lighting the fire within themselves (Inamori, 2015).

The researcher set the hypothesis 2 as work passion is related to adversity quotient of media profession organization employees.

Stepwise multiple regression analysis was used and it can be concluded that predictor variables were social responsibility of the media and work passion and criterion variable was adversity quotient of media profession organization employees.

The researcher set the hypothesis 3 as social responsibility of the media and work passion, at least one aspect, can mutually predict adversity quotient of media profession organization employees.

## IV. THEORETICAL FRAMEWORK



The researcher studied social responsibility of the media and work passion that predict adversity quotient of media profession organization employees and found 13 predictor variables, i.e. 1. Social responsibility of the

media includes responsibility to responsibility to media profession, responsibility to journalism ethics, responsibility to be the public media, responsibility to the social criticism in a public issue, responsibility to media duties, 6) responsibility to strengthen the public, responsibility to recognize its media's impact on society, and responsibility to protect public interests. 2. Work passion consists of intent to stay, organizational commitment, job commitment, discretionary effort, and employee endorsement.

## V. RESEARCH METHODOLOGY

1. Research methodology – the research was conducted on the basis of a correlation research design with the following procedures: determination of population and sample, making and developing an instrument for data collection, data collection and statistics used for data analysis.
2. Population in this study was 850 media profession organization employees in different fields from Thai Journalists Association (Data of November 2021) and from Thai Broadcast Journalists Association, 1,369 persons (Data of November 2021), the total number of population is 2,219 persons.
3. Sample in the study was media profession organization employees in different fields, i.e. radio, television, newspaper, and online newspaper, working in the editorial department, both permanent employees and freelancers. Stratified random sampling technique was used to select the sample according the proportion of each association. To prevent withdrawal of research participants, an additional 10% of the participants were added. Therefore, the size of the participants was 361 persons. Simple random sampling technique was used to select the sample, 362 copies of the questionnaire were returned.
4. Research instrument – a questionnaire was used as the research instrument that the researcher collected data by adhering to the research conceptual framework, the review

of relevant literature and theories to raise questions consistent with the explored meanings.

The questionnaire is divided into 4 parts:

**Part 1** – general information of respondents, i.e. sex, age, education level, and work experience.

**Part 2** – 23 questions about adversity quotient come in the form of messages that allow respondent to consider how much they meet their thoughts, feelings or behaviors. Content of the questions is divided into 4 aspects according to the concept of Stoltz (1997), namely, control, origin and ownership, reach and endurance, measured by a 5-point rating scale. All question items passed the criteria.

**Part 3** – 49 questions about social responsibility of the media come in the form of messages that allow respondents to consider how much they meet their thoughts, feelings or behaviors. The content of the questions is divided into 8 aspects according to the concept of Jirathitikarnkij (2017), namely, responsibility to media profession, responsibility to journalism ethics, responsibility to be the public media, responsibility to the social criticism in a public issue, responsibility to media duties, responsibility to strengthen the public, responsibility to recognize its media's impact on society, and responsibility to protect public interests, measured by a 5-point rating scale. All question items passed the criteria.

**Part 4** – 29 questions about work passion come in the form of messages that allow respondents to consider how much they meet their thoughts, feelings or behaviors. Content of the questions is divided into 5 aspects according to the concept of Zigarmi et al., (2009), namely, intent to stay, organizational commitment, job commitment, discretionary effort, and employee endorsement, measured by a 5-point rating scale. All question items passed the criteria.

The research project was approved by the ethical committee for research conduct in human from the network of Naresuan University, COA No. 0007/2022, NREC No. 0007/2022.

The researcher brought the improved questionnaire to pretest (Try out) with 30 mass media employees who are not the research

sample, the obtained data were calculated to find discrimination power using correlation coefficient between each question item and the whole picture of the remaining questions (Corrected Item Total Correlation). Any message has discrimination power lower than 0.2 (Thipsiri and Sirichai, 2016) shall be excluded. Reliability was measured using Cronbach's alpha coefficient, the questionnaire was analyzed by each aspect and as a whole of each variable.

**Table 1:** Discrimination power and reliability of the questionnaire

Questionnaire	Discrimination power	Reliability
<b>Adversity quotient</b>	<b>.255 - .682</b>	<b>.925</b>
1) control	.416 - .613	.767
2) origin and ownership	.550 - .641	.852
3) reach	.255 - .682	.839
4) endurance	.464 - .645	.755
<b>Social responsibility of the media</b>	<b>.248 - .748</b>	<b>.951</b>
1) responsibility to media profession	.427 - .748	.893
2) responsibility to journalism ethics	.248 - .642	.816
3) responsibility to be the public media	.418 - .685	.786
4) responsibility to the social criticism in a public issue	.411 - .574	.728
5) responsibility to media duties	.315 - .637	.650

6) responsibility to strengthen the public	.532 - .655	.778
7) responsibility to recognize its media's impact on society	.397 - .641	.858
8) responsibility to protect public interests	.321 - .613	.612
<b>Work passion</b>	<b>.204 - .689</b>	<b>.881</b>
1) intent to stay	.420 - .616	.744
2) organizational commitment	.446 - .611	.752
3) job commitment	.291 - .528	.817
4) discretionary effort	.204 - .625	.545
5) employee endorsement	.393 - .640	.849

5. Statistics used for data analysis comprised frequency, percentage, mean, standard deviation, Pearson's correlation coefficient, and stepwise multiple regression analysis.

## VI. FINDINGS

### *Analysis results of general information of the respondents*

1. Sex - the sample of 362 persons consisted of 196 men (54.14%) and 166 women (45.86%).
2. Age - 180 persons aged 31-40 years (49.72%), 152 persons aged below 30 years (41.99%), aged 41-50 years (4.97%), 12 persons aged 51 years and above (3.31%).
3. Education level - 293 persons graduated with a bachelor's degree (80.94%), 43 persons finished their education lower than a bachelor's degree (11.88%), 26 persons graduated with a higher than a bachelor's degree (7.18%).
4. Work experience - 177 persons had 6-10 years work experience (48.90%), 121

persons had 1-5 years work experience (33.43%), 56 persons had 11 years and above work experience (15.47%), 8 persons had less than 1 year work experience (2.21%).

Level of adversity quotient, social responsibility of the media, and work passion of media profession organization employees.

According to the study, the sample had overall adversity quotient at the highest level ( $\bar{x}$  = 4.37, S.D. = .38). Consideration made to each aspect found origin and ownership was at the highest level ( $\bar{x}$  = 4.50, S.D. = .41), followed by reach ( $\bar{x}$  = 4.36, S.D. = .46), control ( $\bar{x}$  = 4.30, S.D. = .44), and endurance ( $\bar{x}$  = 4.20, S.D. = .52).

The sample had overall social responsibility of the media at the highest level ( $\bar{x}$  = 4.57, S.D. = .33). Consideration made to each aspect found responsibility to media profession was at the highest level ( $\bar{x}$  = 4.68, S.D. = .37), followed by responsibility to journalism ethics ( $\bar{x}$  = 4.66, S.D. = .39), responsibility to recognize its media's impact on society ( $\bar{x}$  = 4.65, S.D. = .38), responsibility to be the public media ( $\bar{x}$  = 4.54, S.D. = .38), responsibility to the social criticism in a public issue ( $\bar{x}$  = 4.47, S.D. = .51), responsibility to strengthen the public ( $\bar{x}$  = 4.46, S.D. = .50), responsibility to protect public interests ( $\bar{x}$  = 4.39, S.D. = .59), and responsibility to media duties ( $\bar{x}$  = 4.22, S.D. = .57).

The sample had overall work passion at the highest level ( $\bar{x}$  = 4.32, S.D. = .41). Consideration made to each aspect found job commitment was at the highest level ( $\bar{x}$  = 4.69, S.D. = .41), followed by discretionary effort ( $\bar{x}$  = 4.38, S.D. = .55), organizational commitment ( $\bar{x}$  = 4.37, S.D. = .52), employee endorsement ( $\bar{x}$  = 4.30, S.D. = .55), and intent to stay ( $\bar{x}$  = 3.89, S.D. = .62).

Correlation between social responsibility of the media and adversity quotient of media profession organization employees.

**Table 2:** Correlation between social responsibility of the media and adversity

*quotient of media profession organization employees.*

Variables	r	P
Responsibility to media profession	0.34**	.000
Responsibility to journalism ethics	.00	.983
Responsibility to be the public media	-.19**	.000
Responsibility to the social criticism in a public issue	.08	.156
Responsibility to media duties	.01	.842
Responsibility to strengthen the public	.28**	.000
Responsibility to recognize its media's impact on society	.12*	.019
Responsibility to protect public interests	.04	.406
<b>Overall social responsibility of the media</b>	<b>.69**</b>	<b>.000</b>

\* with the statistical significance level of 0.05.

\*\* with the statistical significance level of 0.01.

According to the study, it was found that overall social responsibility of the media was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01, ( $r$  = .69). According to the analysis results, the hypothesis 1 was accepted.

Consideration made to each aspect found responsibility to media profession and responsibility to strengthen the public were positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01,  $r$  = .034 and .28 respectively. Responsibility to be the public media was negatively related to adversity quotient of media profession organization

employees with the statistical significance of 0.01,  $r = -.19$ . Responsibility to recognize its media's impact on society was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.05,  $r = .12$ .

Responsibility to journalism ethics, responsibility to the social criticism in a public issue, responsibility to media duties, and responsibility to protect public interests were related to adversity quotient of media profession organization employees without the statistical significance level of 0.05,  $r = .00$  .08 .01 and .04, respectively.

**Table 3:** Correlation between work passion and adversity quotient of media profession organization employees.

Variables	<i>r</i>	<i>p</i>
Intent to stay	-.03**	.000
Organizational commitment	.04	.407
Job commitment	.44**	.000
Discretionary effort	.17**	.001
Employee endorsement	.34**	.000
<b>Overall work passion</b>	<b>.55**</b>	<b>.000</b>

\*\* with the statistical significance level of 0.01.

According to the study, overall work passion was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01, ( $r = .55$ ). According the analysis results, the hypothesis 2 was accepted.

Consideration made to each aspect found job commitment, discretionary effort, employee endorsement were positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01,  $r = .44$  .17 and .34, respectively. Intent to stay was negatively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01,  $r = -.03$ . Organizational commitment was related to adversity quotient of media profession organization employees without the statistical significance level of 0.05,  $r = -.04$ .

Analysis results of the prediction of adversity quotient of media profession organization employees based on social responsibility of the media and work passion.

Stepwise multiple regression analysis was used to make an equation to predict adversity quotient of media profession organization employees, 2 predictor variables brought to the stepwise multiple regression analysis were social responsibility of the media and work passion.

**Table 4:** Stepwise multiple regression analysis for selecting social responsibility of the media and work passion predicting adversity quotient of media profession organization employees.

Predictor variables	<b>R</b>	<b>R<sup>2</sup></b>	<b>Adj<sup>2</sup></b>	<b>SE<sub>est</sub></b>	<b>F</b>	<b>p</b>
Constant value - Responsibility to media profession	0.62	0.39	0.39	6.79	228.44**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public.	0.72	0.51	0.51	6.08	187.90**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement.	0.75	0.56	0.56	5.75	154.15.**	.000
Constant value	0.77	0.59	0.58	5.61	126.11**	.000

- Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media.						
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media - Job commitment	0.77	0.60	0.59	5.53	106.44**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media - Job commitment - Responsibility to recognize its media's impact on society.	0.78	0.61	0.60	5.50	90.49**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media - Job commitment - Responsibility to recognize its media's impact on society - Discretionary effort.	0.78	0.61	0.60	5.46	79.41**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media - Job commitment - Responsibility to recognize its media's impact on society - Discretionary effort - Organizational commitment.	0.79	0.62	0.61	5.39	72.85**	.000
Constant value - Responsibility to media profession - Responsibility to strengthen the public - Employee endorsement - Responsibility to be the public media - Job commitment - Responsibility to recognize its media's impact on society - Discretionary effort - Organizational commitment - Responsibility to journalism ethics.	0.79	0.63	0.62	5.36	61.01**	.000

\*\* with the statistical significance level of 0.01.

According the analysis, 9 variables having power to predict adversity quotient of media

profession organization employees were responsibility to media profession, responsibility to strengthen the public, employee endorsement, responsibility to be the public media, job commitment, responsibility to recognize its media's impact on society, discretionary effort, organizational commitment, and responsibility to journalism ethics. The first predictor variable was responsibility to strengthen the public, the correlation coefficient with adversity quotient was 0.62. It could predict adversity quotient of media profession organization employees by 38.80% with the statistical significance level of 0.01, prediction error was 6.79.

When the responsibility to strengthen the public variable was added, the correlation coefficient with adversity quotient was 0.72. It could predict adversity quotient of media profession organization employees by 51.10% with the statistical significance level of 0.01, prediction error was 6.08. Prediction power was increased by 12.30% from using the first predictor variable only.

When the employee endorsement variable was added, the correlation coefficient with adversity quotient was 0.75. It could predict adversity quotient of media profession organization employees by 56.40% with the statistical significance level of 0.01, prediction error was 5.75. Prediction power was increased by 5.30% from using 2 predictors.

When the responsibility to be the public media variable was added, the correlation coefficient with adversity quotient was 0.77. It could predict adversity quotient of media profession organization employees by 58.60% with the statistical significance level of 0.01, prediction error was 5.61. Prediction power was increased by 2.20% from using 3 predictor variables.

When the job commitment variable was added, the correlation coefficient with adversity quotient was 0.77. It could predict adversity quotient of media profession organization employees by 59.90% with the statistical significance level of 0.01, prediction error was 5.53. Prediction was increased by 1.30% from using 4 predictors.

**Table 5:** Prediction equation model of adversity quotient of media profession organization employees.

When the responsibility to recognize its media's impact on society variable was added, the correlation coefficient with adversity quotient was 0.78. It could predict adversity quotient of media profession organization employees by 60.50% with the statistical significance level of 0.01, prediction error was 5.50. Prediction power was increased by 0.60 from using 5 predictors.

When the discretionary effort variable was added, the correlation coefficient with adversity quotient was 0.78. It could predict adversity quotient of media profession organization employees by 61.10% with the statistical significance level of 0.01, prediction error was 5.46. Prediction power was increased by 0.60% from using 6 predictors.

When the organizational commitment variable was added, the correlation coefficient with adversity quotient was 0.79. It could predict adversity quotient of media profession organization employees by 62.30% with the statistical significance level of 0.01, prediction error was 5.39. Prediction power was increased by 1.20% from using 7 predictors.

When the responsibility to journalism ethics variable was added, the correlation coefficient with adversity quotient was 0.79. It could predict adversity quotient of media profession organization employee by 62.80% with the statistical significance level of 0.01, prediction error was 5.36. Prediction power was increased by 0.50% from using 8 predictors.

Predictor variables	b	SE <sub>b</sub>	β	t	p
Constant value	32.32	4.57	-	7.07**	.000
- Responsibility to media profession.	1.23	.08	.62	15.11**	.000
Constant value	23.61	4.19	-	5.63**	.000
- Responsibility to media profession	.81	.08	.41	9.60**	.000
- Responsibility to strengthen the public.	1.43	.15	.41	9.52**	.000
Constant value	17.34	4.08	-	4.25**	.000
- Responsibility to media profession	.76	.08	.38	9.40**	.000
- Responsibility to strengthen the public	1.07	.15	.30	6.98**	.000
- Employee endorsement	.68	.10	.26	6.55**	.000
Constant value	21.78	4.11	-	5.30**	.000
- Responsibility to media profession	.96	.09	.49	10.52**	.000
- Responsibility to strengthen the public	1.40	.17	.40	8.34**	.000
- Employee endorsement	.69	.10	.26	6.84**	.000
- Responsibility to be the public media	-.73	.17	-.23	-4.35**	.000
Constant value	18.84	4.14	-	4.55**	.000
- Responsibility to media profession	0.77	.10	.39	7.40**	.000
- Responsibility to strengthen the public	1.39	.17	.40	8.40**	.000
- Employee endorsement	0.64	.10	.24	6.36**	.000
- Responsibility to be the public media	-.77	.17	-.24	-4.63**	.000
- Job commitment	.86	.25	.16	3.48**	.000
Constant value	16.13	4.29	-	3.76**	.000
- Responsibility to media profession	.67	.11	.34	5.98**	.000
- Responsibility to strengthen the public	1.23	.18	.35	6.86**	.000
- Employee endorsement	.65	.10	.25	6.51**	.000
- Responsibility to be the public media	-.71	.17	-.22	-4.19**	.000
- Job commitment	.72	.25	.14	2.86**	.004
- Responsibility to recognize its media's impact on society	.36	.16	.11	2.21*	.027
Constant value	14.33	4.33	-	3.31**	.001
- Responsibility to media profession	.68	.11	.35	6.08**	.000
- Responsibility to strengthen the public	1.14	.18	.33	6.30**	.000
- Employee endorsement	.57	.11	.22	5.36**	.000
- Responsibility to be the public media	-.72	.17	-.22	-4.30**	.000
- Job commitment	.62	.26	.12	2.43*	.016
- Responsibility to recognize its media's impact on society	.40	.16	.12	2.46**	.014
- Discretionary effort	.22	.09	.10	2.39*	.017
Constant value	15.02	4.27	-	3.51**	.001
- Responsibility to media profession	.75	.11	.38	6.66**	.000

- Responsibility to strengthen the public	1.05	.18	.30	5.79**	.000
- Employee endorsement	.73	.11	.28	6.32**	.000
- Responsibility to be the public media	-.81	.17	-.25	-4.83**	.000
- Job commitment	.66	.25	.12	2.61**	.009
- Responsibility to recognize its media's impact on society	.52	.16	.16	3.13**	.002
- Discretionary effort	.31	.09	.14	3.33**	.001
- Organizational commitment	-.42	0.12	-.15	-3.33**	.001
Constant value	14.96	4.25	-	3.52**	.000
- Responsibility to media profession	.82	.12	.41	7.04**	.000
- Responsibility to strengthen the public	1.08	.18	.31	5.98**	.000
- Employee endorsement	.74	.11	.28	6.47**	.000
- Responsibility to be the public media	-.73	.17	-.22	-4.26**	.000
- Job commitment	.90	.27	.17	3.29**	.001
- Responsibility to recognize its media's impact on society	.58	.17	.18	3.50**	.001
- Discretionary effort	.30	.09	.14	3.27**	.001
- Organizational commitment	-.42	.12	-.15	-3.42**	.001
- Responsibility to journalism ethics	-.37	.17	-.13	-2.21*	.028

\*\* with the statistical significance level of 0.01.

According to the analysis, an equation was made to predict adversity quotient of media profession organization employees as follow:

Adversity quotient = 14.96 + 0.82 (responsibility to media profession) + 1.08 (responsibility to strengthen the public) + 0.74 (employee endorsement) - 0.73 (responsibility to be the public media) + 0.90 (job commitment) + 0.58 (responsibility to recognize its media's impact on society) + 0.30 (discretionary effort) - 0.42 (organizational commitment) - 0.37 (responsibility to journalism ethics).

According to the equation, it can be described that if the score of responsibility to media profession of media profession organization employees goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 0.82 point. If the score of responsibility to strengthen the public goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 1.08 points. If the score of employee endorsement goes up by 1 point while other

variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 0.74 point. If the score of responsibility to be the public media goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall drop down by 0.73 points. If the score of job commitment goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 0.90 point. If the score of responsibility to recognize its media's impact on society goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 0.58 point. If the score of discretionary effort goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall go up by 0.30 point. If the score of organizational commitment goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall

drop down by 0.42 point. If the score of responsibility to journalism ethics goes up by 1 point while other variables are controlled, the score of adversity quotient of media profession organization employees shall drop down by 0.37 point.

When a raw score is converted to a standard score (Z-Score), the prediction equation in z-score form is obtained as follow:

Adversity quotient = 0.41 (responsibility to media profession) + 0.31 (responsibility to strengthen the public) + 0.28 (employee endorsement) - 0.22 (responsibility to be the public media) + 0.17 (job commitment) + 0.18 (responsibility to recognize its media's impact on society) + 0.14 (discretionary effort) - 0.15 (organizational commitment) - 0.13 (responsibility to journalism ethics).

According to the statistical analysis results, the hypothesis 3 was accepted. Social responsibility of the media and work passion, at least one aspect, could mutually predict adversity quotient of media profession organization employees.

## VII. CONCLUSION

According to the study, the sample had overall adversity quotient at the highest level ( $\bar{x} = 4.37$ , S.D. = .38). Consideration made to each aspect found the aspect with a higher mean than other aspects was origin and ownership, at the highest level ( $\bar{x} = 4.50$ , S.D. = .41). The sample had overall social responsibility of the media at the highest level ( $\bar{x} = 4.57$ , S.D. = .33). Consideration made to each aspect found the aspect with a higher mean than other aspects was responsibility to media profession, at the highest level ( $\bar{x} = 4.68$ , S.D. = .37). The sample had overall job commitment at the highest level ( $\bar{x} = 4.32$ , S.D. = .41). Consideration made to each aspect found the aspect with a higher mean than other aspects was job commitment, at the highest level ( $\bar{x} = 4.69$ , S.D. = .41).

### *Data analysis results for research hypothesis testing*

Hypothesis 1 – social responsibility of the media is related to adversity quotient of media profession organization employees. It was found that overall social responsibility of the media was positively related to adversity quotient of

media profession organization employees with the statistical significance level of 0.01; therefore, the hypothesis is accepted.

Hypothesis 2 – work passion is related to adversity quotient of media profession organization employees. It was found that overall work passion was positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01; therefore, the hypothesis 2 is accepted.

Hypothesis 3 – social responsibility of the media and work passion, at least one aspect, can mutually predict adversity quotient of media profession organization employees. It was found that social responsibility of the media and work passion, at least one aspect, could predict adversity quotient of media profession organization employees by 62.80%; therefore, the hypothesis 3 is accepted.

## VIII. DISCUSSION

The hypothesis 1 set in this study is social responsibility of the media is related to adversity quotient of media profession organization employees. According to the study results, overall social responsibility of the media is positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.01. The hypothesis 1 is accepted. It is possible that the media are considered social reflection. They have roles and duties to send messages to people in a wide range. They have an influence on people's perception, positively and negatively. They can determine new headlines presented to people in society. Media profession organizations employees are most likely expected to have neutrality in presenting news to people and pointing out facts in society. It is a career that requires physical and mental energy at work, especially the duty of field reporters that they need to face unexpected situations each day. They need to have experience and ability to confront problems and overcome obstacles, they should be ingenious, smart, and able to solve unexpected problems well. This is consistent with Mana (2020) stated that reporting news among emergency and current situations

requires reporters to be conscious at all times. Meanwhile, editors need to screen how field reporters work. Editors are the key to try to enable reporters to follow journalism ethics and social responsibility.

The hypothesis 2 is work passion is related to adversity quotient of media profession organization employees. The study results indicated that overall work passion is positively related to adversity quotient of media profession organization employees with the statistical significance level of 0.1, the hypothesis 2 is accepted. It is possible that working in mass media organizations, in addition duties they need to perform, employees working in the editorial department have to pay much attention to their job since news presented should have an effect on society broadly. They must have knowledge and understanding in their job, always learn and improve themselves. No matter how many difficulties they have to confront, they should make a great effort to overcome those problems to ensure their job reach efficiency and success. This is consistent with Inamori (Inamori, 2015) revealing that whenever employees have work passion, they will have an attempt to develop themselves, feel excited with their job, are enthusiastic and attentive, devote their ability to the job they are doing, and will be able to handle problems or obstacles at work, as if they are lighting the fire within themselves. The hypothesis 3 is social responsibility of the media and work passion, at least one aspect, can mutually predict adversity quotient of media profession organization employees. It is found that social responsibility of the media and work passion, at least one aspect, can predict adversity quotient of media profession organization employees by 62.80% with the statistical significance of 0.01, the hypothesis is accepted. It is possible that current social situation is communication society. Social progress, advancement or survival depend on the way people in society receive correct information in a timely manner and adapt themselves appropriately. Mass media play an important role presenting news beneficial to society including guiding people's thoughts

(Kachornyut, 2011). Mass media job requires love and understanding and effort to be spokespersons or change society in a better way. Determination, motivation, and work passion are required at work. This is consistent with Suwimon (2017) stating that work passion leads to expression of behaviors hidden with determination and desire at work. It is related to the way people can motivate themselves to have enthusiasm, intention, and desire to do their jobs to achieve better outcomes continuously for being able to solve problems and overcome obstacles to reach the success at the end.

## IX. SUGGESTIONS

Based on the study on relevant documents and research, suggestions can be divided into 2 parts as suggestions for research application and suggestions for future research as per the following details:

### *Suggestions for research application;*

1. According to the study results, social responsibility of the media is related to adversity quotient of media profession organization employees at a high level. The variable highly related is responsibility to the social criticism in a public issue. Consequently, employees and media profession organizations must build confidence in people who receive news that the way they perform their duties can help promote and publicize people to learn both advantages and disadvantages of public issues that are occurring and build people's understanding to see clearer pictures through neutral criticism.
2. According to the study results, work passion is related to adversity quotient of media profession organization employees at the lowest level. The variable highly related is job commitment. Therefore, employees should set their work goal explicitly. They should devote their physical and mental energy to work, mutually consider benefits that will change the society with their organization.

### *Suggestions for future research*

1. In this study, the population and sample are media profession organization employees working in the editorial department. For future research, if a study is conducted in other groups of employees, especially in organizations that would like to see their employees' capacity in relation to adversity quotient, it will be beneficial to employees themselves and organizations will have a higher tendency to reach success since problems and obstacles at work can be handled appropriately.
2. This research was conducted to evaluate adversity quotient of employees through employees themselves. For future research, evaluation should be given from executive level of organizations or people who directly receive news and good and bad impacts from how media employees work for being able to see adversity quotient of employees increasingly, which will be useful for employees themselves, organizations, public interests.
3. For future research, variables that are interesting and more likely to affect adversity quotient, such as self-esteem or the ability to confront problems or challenges from inside, which are the variables affecting enthusiasm in spending a life including how to cope with emotions and situations arises. If employees can cope with problems and obstacles happen to them, they will be able to manage problems and obstacles at work accordingly.

### **ACKNOWLEDGEMENTS**

I would like to thank all experts who reviewed the questionnaire and gave suggestions, and private employees in beverage manufacturing company who responded to the questionnaire. I would like to thank my parents and friends who provided valuable support throughout the time the research was conducted.

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