

## Public Abstract

First Name: Cathy

Middle Name: Kai-i

Last Name: Chou

Degree: MA

Academic Program: Journalism

Adviser's First Name: Fritz

Adviser's Last Name: Cropp

Co-Adviser's First Name: NA

Co-Adviser's Last Name: NA

Graduation Term: Fall

Graduation Year: 2006

Title: Organizational Attachment of Newspaper Reporters – How Professional Sentiments Come into Play

This study explores how newspaper reporters develop attachment to their newspapers by focusing on their use of professional sentiments -- namely journalism values and business values. Work relationship is also examined in relation to attachment and values. Mixed methods were used in an attempt to provide insights that are both contextual and generalizable.

Quantitative data from an online survey on 141 reporters were triangulated with qualitative data produced from depth interviews with 10 reporters with varying tenure and experience. Journalism value acts as a reference point with which reporters frame their feelings toward the characteristics of their organization, co-workers, editors, top management, readers and personal identity. Perceived shared journalism value in the organization is found to be a significant predictor of organizational attachment.

Person-organization differences in terms of value profiles correlate negatively with attachment, with perceived shared journalism value as the driving factor for outcome improvement. Work relationship with top management serves as a stronger predictor of attachment than work relationship with co-workers. Correlation between commitment and relationship with editors was weaker.

The results of this study implies that newsroom managers could encourage commitment by linking organizational goals to journalism values. Small-sized newspapers may retain their reporters by stressing the organization's dedication to quality despite financial constraints.