

Abstract

The objective of the study was to develop an indigenous scale on job demands scale for journalists. For this purpose, an interview schedule was developed and responses were collected from journalist. A thematic analysis was conducted in which important themes were emerged. On the basis of important themes and committee approach, an initial item pool of 45 items were generated. A piolet test was conducted and responses were collected from journalists and a final pool of 30 items was selected. The data on final items pool was collected from 400 journalists in different TV and radio stations of Lahore city. An exploratory factor analysis (EFA) was conducted and finally a 17 items scale 17 items with five subscales including work demand (items: 11, 12, 13, 14, & 15), psycho-social demands (items: 3, 4, 5, 6, & 7), workload (items: 8, 9, & 10), communication (items: 1 & 2), and dedication (items: 16 & 17). The Eigen value for work demand factor has 4.34, psycho-social demands have 1.41, workload has 1.31, communication has 1.10 and dedication has 1.01. The reliability of the scale was satisfactory ($\alpha > .70$). For further confirmation and establishing the psychometric properties, confirmatory factor analysis (CFA) was conducted. CFA confirmed 12 items and three subscales including work demand (items: 1, 2, 3, 4, & 5), psycho-social demands (items: 6, 7, 8, 9, & 10), and dedication (items: 11 & 12). Moreover, construct validity was established by checking the correlations between self-developed Job Demands Scale for Journalists and Maslach Burnout Inventory which was also significant (i.e., $p < .05$). The study has implications for journalists of public and private sector organizations.