

Work-Life Balance During Covid-19(Pandemic) - A Social Media Analysis

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ABSTRACT:

The aim of this research paper is to examine people's attitudes toward work-life balance over the course of a year, from November 2019 to December 2020. Twitter is used to investigate people's feelings and work-life balance. Twitter is a social media platform that allows millions of people to express themselves. NVIVO software, a qualitative analysis tool, is used to analyse the twitter results. According to Twitter data, work is mentioned 500 times by twitter users. According to sentiment analysis, people are neutral when sharing their feelings on social media. People employed in hospitals have a bad work-life balance, according to sentiment analysis from qualitative interviews used in previous research. In Interviews data taken from existing literature, sentiments of people are negative.

Keywords:

Work-life balance, Twitter, Interviews, Word cloud, Sentiment Analysis

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INTRODUCTION

Work-life balance is a state of mind in which no aspect of one's professional life negatively impacts one's personal life (Sojka, 1855). A life chakra associated with anxiety and the digestive system is the work-life balance. When this Chakra is out of balance, we feel anxiety, eating disorders, and a loss of control. When work-life balance isn't managed properly, it can lead to physical and mental health problems. According to Paul. J. Meyer, the wheel of life is an excellent method for achieving work-life harmony (Baruah, 2020).

The personal lives of working women have been affected by high work intensity. In balancing personal and professional lives, family support, a good work environment, job security, and financial freedom are all important factors (DP et al., 2020). (DP and colleagues, 2020). Leisure time is one of the most important factors influencing employee wellness and work-life balance (Synowiec-Piat et al., 2020). One of the factors for managing work-life balance is one's health. Work-life balance may have an effect on work satisfaction (Gragnano et al., 2020).

In Nigeria, women employed as female doctors find it difficult to meet job demands, which is one of the reasons for low productivity due to rigid working hours. The patriarchal culture, in which men are treated as family heads, is one of the reasons why women struggle to strike a work-life balance (Nwagbara, n.d.). Time, pay, house responsibilities, domestic support from parents and friends, and child care issues all have an effect on the work-life balance of employees in India's IT industry (Veluthan & Valarmathi, 2020). Flexible

work arrangements, weekend leave, leave based on family needs, and holidays are critical for bank employees in Tamil Nadu to maintain a positive work-life balance. Work-life balance has been shown to improve work satisfaction. The government should take steps to improve the work-life balance of bank workers who work in the private sector. Employee retention can be aided by a supportive and pleasant work climate (Sindhuja & Sekar Subramanian, 2020). Family-friendly policies in Nigeria's construction industry will increase female workers' organisational engagement and have a positive effect on their work-life balance (Oyewobi et al., 2020).

Covid has become a well-known illness all over the world by the year 2020. Few studies have shown that women's work-life balance is worse than men's. On the basis of work-life balance and social support, there was no disparity between single and married workers (TUSAL, 2020). Working from home during the COVID -19 periods had an effect on the work-life balance of Italian public sector workers. Working from home resulted in more work-life balance issues. During COVID-19, there was a negative effect on work-life balance (Palumbo, 2020).

The following are the research paper's objectives:

Twitter Analysis

- To identify the feelings of people on Twitter using terms used by twitter users
- To identify the sentiments of people on twitter
- To identify the location of twitter users

Interview Analysis through Qualitative Research Papers

- To analyse the frequency of words used by people in Interviews
- To identify the sentiments of people in interviews statements

3 RESEARCH METHODOLOGY

Identifying the database and sources from which data is obtained is the first step in writing a systematic review article. Since people spend so much time on social media, it is one of the best tools for gathering knowledge about people's opinions and feelings (Bagheri & Islam, 2017). During the Corona era, we used Twitter analysis as one of the tools to gather data and understand people's attitudes toward work-life balance. The Twitter data were analysed from November 2019 to December 2020.

4. DATA ANALYSIS AND INTERPRETATION

NVIVO Software is used for data analysis. The following analysis methods are used to examine the data:

Twitter Analysis

- 4.1 Word frequency results
- 4.2 Word Cloud
- 4.3 Sentiment Analysis
- 4.4 Location Analysis
- 4.5 Thematic Analysis

4.1 Word Frequency Results

Balance is the most frequently used expression, appearing 17874 times. The word "health" is used 563 times. Work-life balance has been mentioned 207 times.

Word	Length	Count	Weighted Percentage (%)
balance	7	17874	6.11
https	5	10239	3.50
meant	5	3656	1.25
prioritizing	12	3646	1.25
understanding	13	3643	1.25
thread	6	3640	1.24
akhira	6	3630	1.24
dunya	5	3630	1.24
@lizandmollie	13	2558	0.87
ouozsr9ize	10	2555	0.87
break	5	2324	0.79
mkesfstuge	10	2186	0.75
stream	6	1140	0.39
working	7	967	0.33
people	6	812	0.28
better	6	807	0.28
victor	6	720	0.25
needs	5	667	0.23
projects	8	627	0.21
though	6	623	0.21
ignore	6	619	0.21
attention	9	581	0.20
great	5	580	0.20
aspects	7	578	0.20
force	5	565	0.19
health	6	563	0.19
workaholic	10	562	0.19
tomorrows	9	561	0.19
never	5	518	0.18
hours	5	460	0.16
management	10	449	0.15
making	6	379	0.13
healthy	7	360	0.12
important	9	360	0.12
trying	6	348	0.12
personal	8	346	0.12
family	6	340	0.12
mental	6	336	0.11
starting	8	333	0.11

allow	5	329	0.11
phone	5	320	0.11
proper	6	311	0.11
truly	5	306	0.10
getting	7	303	0.10
leave	5	303	0.10
achieve	7	301	0.10
development	11	300	0.10
everything	10	294	0.10
ideas	5	294	0.10
developers	10	293	0.10
obtain	6	291	0.10
importantly	11	286	0.10
brilliant	9	281	0.10
pattern	7	281	0.10
dates	5	279	0.10
delay	5	278	0.10
realized	8	278	0.10
release	7	278	0.10
office	6	276	0.09
rushed	6	276	0.09
still	5	276	0.09
promises	8	275	0.09
publishers	10	275	0.09
women	5	272	0.09
really	6	269	0.09
pandemic	8	268	0.09
things	6	268	0.09
think	5	264	0.09
workplace	9	262	0.09
right	5	250	0.09
maintaining	11	240	0.08
learn	5	239	0.08
career	6	232	0.08
looking	7	230	0.08
school	6	228	0.08
thing	5	228	0.08
always	6	226	0.08
going	5	224	0.08
current	7	218	0.07
behind	6	214	0.07
policies	8	209	0.07
#worklifebalance	16	207	0.07

4.2 Word Cloud

The most commonly used words in Twitter are visualised in a word cloud. Prioritizing, https, balance,

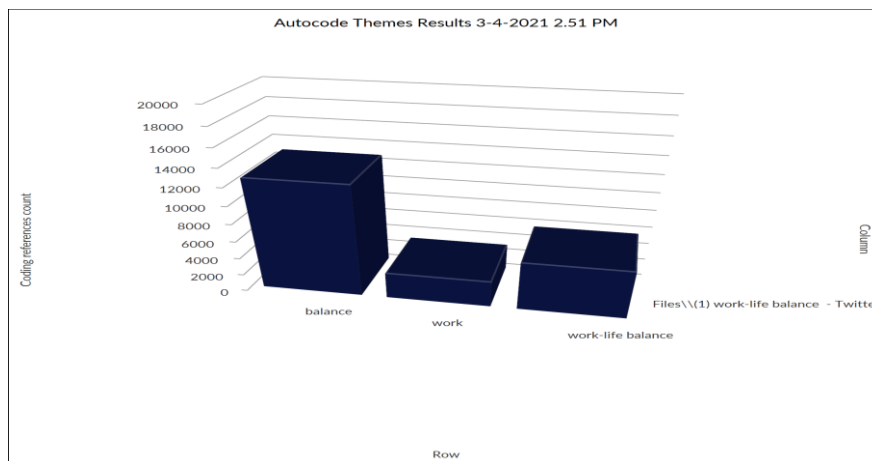
and comprehension are some of the most common terms used by Twitter users, as seen in the graph below.



4.5 Thematic Analysis

Between November 2019 and December 2020, NVIVO software has divided the theme of Twitter posts into

three categories: balance, work, and work-life balance. During the covid era, the word balance is used the most, followed by work-life balance.



5. CONTENT ANALYSIS

The Content analysis is based on interview data collected from web of science database and Emerald database. Those researches are included which includes

interviews of respondents. We got total seven research papers in both database.

Initial Search Result

Database	Search	Total research paper	Period	Paper included for analysis	Inclusion criteria	Exclusion criteria
Emerald	("work-life balance" OR "work-life conflict") AND ("Pandemic" OR "Quarantine" OR "Covid")	42	2020	04	Research paper with interview data English language paper	Paper not related to work life balance are excluded
Web of Science	("work-life balance" OR "work-life	27	2020	03	English language paper	Paper not related to work life

	conflict") AND ("Pandemic" OR "Quarantine" OR "Covid"))					balance are excluded
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SR. No.	Name of Author	Year	Title
1	Loliya Agbani Akobo and Jim Stewart	2020	Contextualising work–life balance: a case of women of African origin in the UK
2	Babatunde Akanji	2020	The experiences of work-life balance, stress, and coping lifestyles of female professionals: insights from a developing country
3	Kimberly DeSimone	2020	Beyond gender: reconceptualizing understandings of work–life balance and the extreme work model for 21st-century high-potential top earners
4	Indrit Troshani	2020	Research environment and organisational learning mechanisms in the age of pandemics: the case of accounting research
5	Zhiyu Feng	2020	Covid-19 created a gender gap in perceived work productivity and job satisfaction: implications for dual-career parents working from home
6	Ciara Smyth , Natasha Cortis & Abigail Powell	2020	University staff and flexible work: inequalities, tensions and challenges
7	Andrea Hjálmsdóttir	2020	“I have turned into a foreman here at home”: Families and work–life balance in times of COVID-19 in a gender equality paradis

5.1 Word Frequency

According to interview data from a qualitative paper published in the year 2020, the term “working” is used

the most, followed by “family” and “children”, indicating people’s feelings about these words.

Word	Length	Count	Weighted Percentage (%)
working	7	45	1.01
family	6	41	0.92
children	8	32	0.72
focus	5	31	0.70
hours	5	31	0.70
group	5	29	0.65
people	6	29	0.65

really	6	25	0.56
participant	11	24	0.54
think	5	22	0.49
husband	7	21	0.47
academic	8	20	0.45
different	9	19	0.43
sometimes	9	19	0.43
things	6	18	0.40
first	5	17	0.38
flexibility	11	16	0.36
around	6	14	0.31
professional	12	14	0.31

5.2 Word Cloud

The most commonly used words, such as hours, attention, families, working people, children, and group, are displayed separately in a Word Cloud.



5.3 Sentiment Analysis

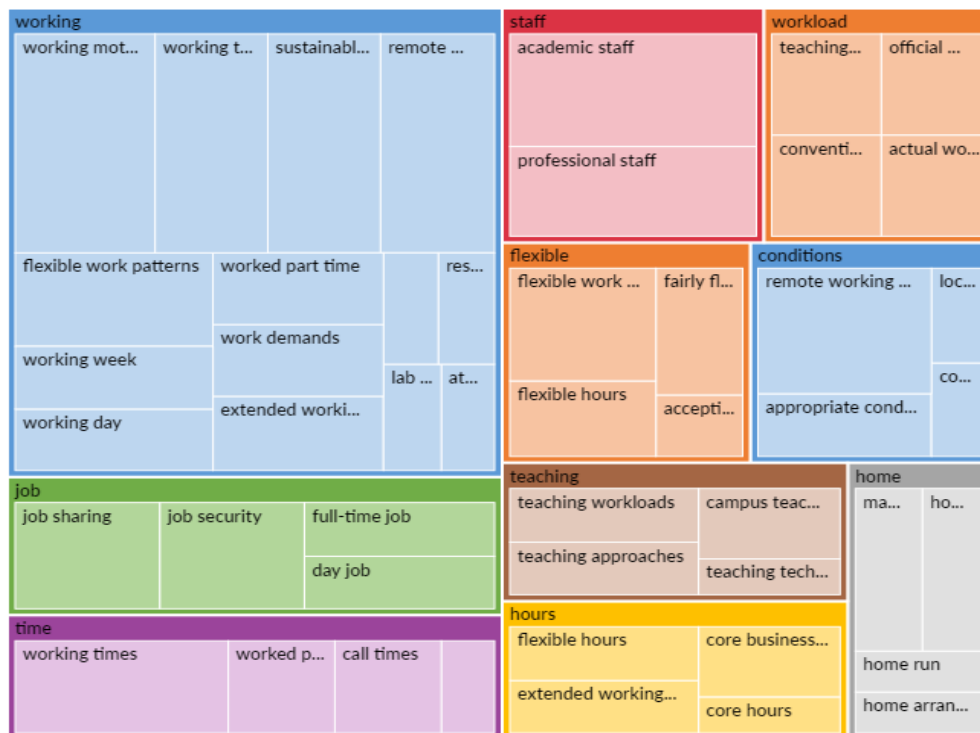
Sentiment Analysis classified respondents' comments as positive, negative, or neutral. Negative responses

accounted for 59 of the 381 interviews, positive responses for 24, neutral responses for 36, and mixed responses for 22.



5.4 Thematic Analysis

Working, staff, workload, flexible, conditions, job, teaching, home, time and hours are all covered in the interviews. These are the important theme used by interviewers in qualitative analysis.



6. DISCUSSION

NVIVO is a qualitative research tool that is used to check respondent frequency and sentiments. We analysed people's opinions during the Covid timeframe using the Twitter social media platform. During the corona period of November 2019 to December 2020, people's sentiments were found to be moderately positive. However, when we compared the interview data with the Qualitative research papers from the year 2020, we infer that people's attitudes are negative. Family, children, jobs, flexible hours, job sharing, and home are all important to them. These were the key terms that respondents have used to express their feelings during the Covid period (November 2019 to December 2020).

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