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Paper 40 – Poster

Emotional Labour in University Lecturers: Impacting our customers

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Abstract

The study examined levels of emotional labour in university lecturers and compared these data to other occupations. Employing a mixed methods design, a sample of 61 university lecturers participated in the study. Emotional labour was measured using Mann's Emotional Requirements Inventory (MERI). Results showed that university lecturers reported significantly higher levels of emotional labour than other occupations including mental health nurses and a mix of frontline and back office employees. Age and length of service were found to be significant factors for emotional labour in university lecturers. Qualitative findings identified the main themes as increased workloads, eroding job autonomy, uncertainty about the future and job satisfaction. Based on findings from the study, a conceptual model of emotional labour in higher education was proposed, the Higher Education Emotional Labour Model (HEEL). Implications for university senior management in recognising the high levels of emotional labour levels were considered. Further suggested research directions considered include work to determine the frequency of emotional labour in university lecturers, testing the validity of the proposed Higher Education Emotional Labour Model and investigating the job role characteristics of a university lecturer.