



A Study on Social Alienation Among Lic Employees

KEYWORDS

Social Alienation

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ABSTRACT Alienation means emotional isolation or dissociation. Alienation is estrangement from other people, society, or work. The focus here is on the person's problems in adjusting to society. Social isolation refers to "The feeling of being segregated from one's community". This paper examines the social alienation among LIC employees and the demographic variables associated with social alienation. The questionnaire is used to elicit data from 250 LIC employees. The variables of social alienation were statistically tested by using SPSS software. The findings of the present study reveal that most of the LIC employees are affected by social alienation.

INTRODUCTION

Sense of estrangement felt by employees, reflected in their lack of warmth towards the workplace and in believing that their job is not meaningful to other aspects of their lives. Alienation is caused commonly by factors such as a lack of involvement in even basic decision making, lack of human contact, little hope for betterment, and a feeling of powerlessness. Some of the definitions of alienation are, Fromm (1955) – mode of experience in which a person experiences himself as alien or estranged from himself. Seeman (1975) – described in terms of powerlessness, meaninglessness, normlessness, social isolation and self estrangement. Horowitz (1966) – intense separation first from the objects of the world, second from people, and third from ideas about the world held by other people.

Schacht (1970) – dissociative state of the individual in relation to some other element in his or her environment. Miller (1975) - objective state of isolation from others. Kanungo (1979) – generalized cognitive state of psychological separation from work insofar as work is perceived to lack the potentiality for satisfying one's salient needs and expectations. Hirschfeld & Field (2000) – represents the extent to which a person is disengaged from the world of work. Neal and Colas emphasize the centrality of social isolation in the modern world: "While social isolation is typically experienced as a form of personal stress, its sources are deeply embedded in the social organization of the modern world. With increased isolation and atomization, much of our daily interactions are with those who are strangers to us and with whom we lack any ongoing social relationships".

Work alienation is one of the earliest theories of modern social alienation. It occurs when a person feels estranged from what they produce in the workplace. This disconnection may cause dissatisfaction and a feeling of alienation from others, the environment, and oneself. The prison of estrangement prevents us from relating to and being with other people in the world. Bugental(1965) puts it this way, "Estrangement is the experience of being imprisoned in glass, seeing the world in which others move but forever blocked from joining them, pantomiming communication but never really speaking with another person". Seeman used the insights of Marx, Emile Durkheim and others to construct what is often considered a model to recognize the five prominent features of alienation: powerlessness, meaninglessness, normlessness, isolation and self-estrangement

(Seeman, 1959). Seeman later added a sixth element (cultural estrangement), although this element does not feature prominently in later discussions of his work.

Social alienation, in which individual selves may find the social system in which they live to be oppressive or incompatible with some of their own desires and feels estranged from it. Harry Harlow (1971) studied infant monkeys who were raised in social isolation. Although they were well fed, they lacked the comfort of a mother and the opportunity to play with peers. When these isolated monkeys were one year old, Harlow placed them in a cage with other young monkeys who had been raised in a normal environment. Instead of joining the others in play the isolated monkeys avoided social contact and cringed in the corner of cage. If one of the other monkeys approached, the isolated monkey would react viciously. Thus, it seems that without the early experience of social and interaction the desire to affiliate does not develop. Social isolation is characterized by a lack of stimulation can be very stressful. Indicators of social alienation are (1) Isolation or estrangement from other people, (2) Estrangement from norms and values, and (3) Violate behavior.

OBJECTIVES

- To analyze the social alienation of LIC employees.
- To know the relationship between demographic variables and social alienation

HYPOTHESES

H₁ : There is no significant relationship between designation and variables of social alienation of LIC employees

H₂ : There is no significant relationship between educational qualification and variables of social alienation of LIC employees

RESEARCH METHODOLOGY

The research design that has been adopted for this research is **Descriptive analysis**. LIC employees working in southern districts of Tamil Nadu constitute the population of the study. Balancing the limitation of the time and requirement for precision in empirical estimates, it was decided to select a sample of 250 LIC employees. Respondents were selected on the basis of **stratified random sampling method**. The sample respondents were taken from three districts namely Madurai, Sivagangai and Ra-

manathapram. The sample respondents were taken from the ten selected LIC Branch offices at the rate of 25 employees from each branch. **Data collection:** The primary data collected through structured questionnaires **Statistical Tools:** The applied statistical tools were K-Means Cluster Analysis, and Chi-Square Test

DATA ANALYSIS AND INTERPRETATION

K-means cluster analysis was performed to classify the employees of LIC based on their level of Social Alienation, several tests are done to measure number of cluster and an agreeable solution was made. After 2 iteration, the final cluster centre indicates the Social Alienation level of LIC employees.

Table No. 1: Final cluster centres based on the score of Social Alienation

Variables	Cluster		
	1	2	3
Unethical practices are widespread throughout society	4.00	5.66	2.71
People are unable to determine their needs	5.00	5.32	2.29
I don't understand the way people behave nowadays	6.00	5.43	2.67
The future of mankind is hopeless	2.00	5.42	2.10
Human nature is fundamentally not cooperative	6.00	5.43	2.70
Most people are not to be trusted	6.00	5.69	2.19
Most public officials are not really interested in the problems of the society	2.00	5.41	2.58
In this society most people confine contentment	6.00	5.21	2.42
Our community is not an easy and pleasant place to live in	1.00	5.44	2.47
Life today is a different and dangerous business	3.00	5.21	2.51

Based on the final cluster centre, the Social Alienation is classified into 3 levels as low, medium and high. The cluster size was displayed in the high Social Alienation was accounted for 56.4%, low Social Alienation accounted for 35.6% and the medium Social Alienation was accounted for 8%.

To find out the relationship between Designation and variables of Social alienation of LIC employees, the chi-square test was employed and the result of the test is shown in the following table.

Table No.2: Chi-Square Test – Designation Vs Social Alienation

Variables	Pearson Chi-Square Value	Df	Asymp. Sig. (2-sided)
Unethical practices are widespread throughout society	1.591E2	25	.000
People are unable to determine their needs	79.676	20	.000
I don't understand the way people behave nowadays	1.070E2	25	.000
The future of mankind is hopeless	1.381E2	25	.000
Human nature is fundamentally not cooperative	1.558E2	25	.000
Most people are not to be trusted	1.306E2	20	.000
Most public officials are not really interested in the problems of the society	1.022E2	25	.000
In this society most people confine contentment	98.071	25	.000
Our community is not an easy and pleasant place to live in	2.151E2	30	.000

Variables	Pearson Chi-Square Value	Df	Asymp. Sig. (2-sided)
Unethical practices are widespread throughout society	1.591E2	25	.000
People are unable to determine their needs	79.676	20	.000
Life today is a different and dangerous business	1.390E2	25	.000

It is noted from the above table that the probability of the chi-square test p-value for all variables of social alienation were less than the alpha level of significance of 0.05. So it is inferred that there is a significant relationship between designation and variables of social alienation of the LIC employees.

In order to find out the relationship between educational qualification and variables of Social alienation of LIC employees, the chi-square test was employed and the result of the test is shown in the following table.

Table No. 3: Chi-Square Test – Educational Qualification Vs Social Alienation

Variables	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)
Unethical practices are widespread throughout society	92.299	15	.000
People are unable to determine their needs	88.861	12	.000
I don't understand the way people behave nowadays	1.433E2	15	.000
The future of mankind is hopeless	53.234	15	.000
Human nature is fundamentally not cooperative	1.026E2	15	.000
Most people are not to be trusted	63.807	12	.000
Most public officials are not really interested in the problems of the society	1.310E2	15	.000
In this society most people confine contentment	93.793	15	.000
Our community is not an easy and pleasant place to live in	1.525E2	18	.000
Life today is a different and dangerous business	1.074E2	15	.000

It is noted from the above table that the probability of the chi-square test p-value for all variables of social alienation were less than the alpha level of significance of 0.05. So it is inferred that there is a significant relationship between educational qualification and variables of social alienation of the LIC employees.

FINDINGS

- High Social Alienation was accounted for 56.4%, low Social Alienation accounted for 35.6% and the medium Social Alienation was accounted for 8%.
- There exists a relationship between designation and the variables of Social alienation of the LIC employees.
- There is a significant relationship between educational qualification and variables of social alienation of the LIC employees.

SUGGESTIONS

- From the study we come to know that high social alienation prevails among most of the LIC employees. It has been suggested that LIC may help their employees to improve good relationship with society and create good image about the society.
- It is found that there exists a significant relationship between designation and the variables of social al-

iation. Hence, LIC may make arrangements to give proper training and awareness among their employees from manager to office attender about social alienation.

- It is known that there exists a significant relationship between the education and the variables of social alienation. Hence, if LIC is desirous of decreasing social alienation of their employees, it may enhance their employees' educational level.

CONCLUSION

The goal of the study was to find out the social alienation among LIC employees. The study revealed that the high social alienation accounted for most of the LIC employees. The findings disclose that there exists a relationship between the designation & educational qualifications and the variables of social alienation. . The finding may help the LIC and related insurance companies to improve social interaction among their employees. Thus, it is necessary that LIC is to take some steps to reduce social alienation among LIC employees.

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