RESEARCH ON THE INFLUENCE OF THE NEW GENERATION STAFF'S WORK STRESS ON JOB BURNOUT-THE REGULATING EFFECT OF NERVOUSNESS AND ACCOUNTABILITY

Xiaorong Jiang[1*], Xiaotian Wu[1] & Zixuan Yun[2]

[1]*School of Economics and Management, Xi'an University of Technology, Xi'an 710054, China*
[2]*Xi'an Fengdong Xincheng No.1 Junior High School, Xi'an 710086, China*

SUMMARY

Background: *With the changes of the times, the new generation staff have become the main force in the labor market. Their fast-paced and changeable life and work have led to their unsatisfactory career development. As the fierce social competition becomes increasingly fierce, their job burnout has become more obvious.*

Subjects and methods: *Taking the new generation staff as the research object, this paper constructed a theoretical model of work stress, job burnout, nervousness and accountability, collected 308 valid questionnaires, and made an empirical analysis of the collected data.*

Results: *The research shows that the five dimensions of the new generation staff's work stress have positive influence on the three dimensions of job burnout; accountability, as a positive psychological factor, has a negative influence on job burnout, while nervousness, as a negative psychological factor, has a positive influence on job burnout. Nervousness and accountability can regulate the relationship between work stress and job burnout. However, nervousness cannot regulate the relationship between work stress and dehumanization, and accountability cannot regulate the relationship between work stress and emotional exhaustion.*

Conclusions: *To some extent, this study reveals the mechanism of work stress on job burnout of the new generation staff, and provides certain reference for promoting the personal development of the new generation staff.*

Key words: *work stress - new generation staff - job burnout - nervousness - accountability*

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INTRODUCTION

Job burnout was first put forward by Freudenberger in the article *Understanding Burnout* published in 1970s. He described "burnout" as all kinds of negative states produced by individuals at work. Later, the academic circles studied job burnout from different perspectives, such as the impact of job burnout, antecedent variables, etc. At present, job burnout is one of the important problems faced by human resource management. Job burnout will have various negative influences on individuals, enterprises, families and society. It refers to a series of negative psychological symptoms such as physical and mental exhaustion caused by an individual's inability to effectively cope with long-term psychological and physiological stress. Job burnout can also lead to physical and mental diseases, such as depression, headache, insomnia, gastrointestinal dysfunction, etc. For enterprises, job burnout will lead to lower work efficiency, loss of enthusiasm for work, indifference to colleagues, slacking off, and even resignation in severe cases. For family and society, people with a high degree of job burnout tend to reduce social interaction, show indifferent attitude towards their relatives and friends, and sometimes even take extreme actions, such as self-harm and attacking others.

Global economic integration has brought opportunities as well as great challenges to Chinese enterprises. With the rapid growth of China's economy and increasingly fierce market competition, the market environment is constantly changing, and the employment environment is full of uncertainty. Enterprises are often faced with reorganization, reform and merger, and the reorganization and integration of some enterprises have also led to a large number of laid-off and unemployed workers. With the increasingly fierce social competition, the work stress of staff is gradually increased. They have to complete more tasks in a shorter time. Along with this, the difficulty of work increases and their emotional exhaustion also increases. Based on this, studying job burnout and providing effective solutions have become an important task of human resource management in China.

After the reform and opening up, with the rapid development of economy and the rise of the Internet, the new generation staff were born in such a changing background and grew up in a diversified cultural environment. They generally have strong self-awareness, high academic background, strong personality characteristics and open mind, and pursue for freedom. However, their actual ability to withstand stress, communicate and cooperate, tolerance and other aspects are still lacking. Changes in the external environment may lead to increased dissatisfaction, and even resignation. In recent years, the work stress of the new generation staff has increased significantly. Moreover, the increasingly fierce social competition has aggravated their job burnout to a large extent. The new generation staff has become the main force in the labor market and the main creator of modern wealth. However, few

studies pay attention to their feelings about their work, especially the degree of their job burnout.

Therefore, this paper sorted out the relationship between work stress and job burnout of the new generation staff, and studied the following two questions: (1) Is there a correlation between work stress and job burnout of the new generation staff, and can reducing work stress effectively relieve job burnout? (2) How are nervousness and accountability reflected? At the same time, how do they affect the work stress and job burnout of the new generation staff? In view of the above two problems, this paper took the new generation staff in China as the research object, adopted regression analysis method, and established the relationship model among work stress, nervousness, accountability and job burnout. The article strove to reveal the mechanism of the influence of work stress on job burnout, and included nervousness and accountability to make adjustments, with the aim of grasping the job burnout and work stress situation of this group macroscopically, and putting forward stress management suggestions accordingly. Based on this, the paper hopes to improve organizational management system and organizational atmosphere, enhance organizational performance and promote personal development of the new generation staff.

The rest of this paper is arranged as follows: the first part sorts out the related literature on the relationship between work stress and job burnout of the new generation staff and puts forward the research hypothesis. The second part introduces sample selection, variable measurement and sample characteristics. In the third part, the regression equation is used for empirical analysis, and the research hypothesis is tested. The fourth part further discusses the results of empirical analysis; the fifth part is about the research deficiency and future prospect of this paper.

LITERATURE REVIEW AND RESEARCH HYPOTHESIS

New generation staff

The new generation mentioned in this article refers to the group born in the same period after 1980s (Li 2015). By observing the labor market, we can find that great changes have taken place in China's labor market. With a large number of the new generation staff entering the job market, the new generation staff has accounted for a considerable part of the labor force, and has become the main force of the labor force and even the backbone of the job market. However, the new generation staff are at the forefront of the changes of the times. Growing up in a diversified cultural environment, they are generally open-minded, with strong self-awareness and strong personality characteristics. In many ways, they are different from the previous generation of staff. The fast-paced and changeable life and work lead to their unsatisfactory development in the job market, which has an important impact on their work behavior. Sun Jiajing (2016) believes that the new generation staff who have grown up under the national one-child policy have weak psychological endurance because they grew up in a warm and comfortable environment. When the new generation staff who have just entered the job face work stress, they cannot cope with it and relieve it well, so they will be tired and lose their energy. Some even choose to resign in order to escape the work stress (Sun 2016). Therefore, this paper mainly took the new generation staff as the research object, discussing the relationship among work stress, personality traits (nervousness, accountability) and job burnout of the new generation staff.

Work stress and job burnout

In recent years, a large number of foreign studies have shown that there is a significant positive correlation between work stress and job burnout. Leiter (1993) analyzed the longitudinal data of job burnout and found that job burnout is a continuous process. In other words, long-term work stress will lead to excessive consumption of individual emotional resources, dehumanization and reduction of personal sense of accomplishment, resulting in low productivity (Leiter 1993). Cray (2010) found through empirical research that work stress has a significant positive influence on job burnout, and the two dimensions of work stress, namely lack of control and job overload, are significantly related to job burnout (Cray Stanley et al, 2013). Work-family conflict is an important dimension of job burnout. Scholars such as Demerouti, Bulters, etc. (2004; 2013) found that work-family conflict and job burnout influence each other. When staff cannot reach a good balance between work and family, there will be conflicts. Besides, they cannot devote themselves to their work well, which will have a negative influence on their work. At the same time, staff will have a series of burnout, such as impatience and emotional exhaustion, which in turn will have a negative influence on their family life and lead to family conflicts (Demerouti, E., Bakker 2004).

Domestic studies have also confirmed that work stress has a significant positive effect on job burnout. Zhou et al. (2009) conducted a questionnaire survey on 967 civil servants. The research shows that: the overall work stress of civil servants has a positive influence on job burnout, and different dimensions of work stress respectively affect all dimensions of job burnout of civil servants. Specifically, work stress has the strongest correlation with emotional exhaustion and dehumanization (Zhou 2005). Tang (2010) took clinicians as the research object. His research shows that clinicians have a high job burnout level, and work-family conflict can significantly predict job burnout (Tang et al. 2010). Wu et al. (2018) investigated 345 special post teachers in eight regions in Yunnan province, Henan province and Guizhou province to explore the correlation between job burnout and work stress and personality characteristics, and their influence. According to their research: the work stress and personality characteristics of special post teachers are significantly correlated to their job burnout, and work

stress and different factors of personality characteristics can predict dimensions of their job burnout (Wu et al. 2018).

According to the above analysis, work stress has a positive influence on job burnout for different industries and groups. When the stress appears and cannot be relieved for a long time, it will make staff in a tense and depressed mood. If there is no proper relief and guidance, staff will easily have negative emotions and excessive consumption of emotional resources in such a state, which will lead to a series of negative reaction behaviors such as reduced self-efficacy, boredom with work and indifference to colleagues (Zhou et al. 2020). That is, when the stress acts on individuals for a long time and has not been effectively relieved, these excessive work stress will prompt staffs to have job burnout and affect their job performance (Sari Deasy et al. 2021). Therefore, for the new generation staff, we put forward the following assumptions:

H1: work stress of the new generation staff has a positive influence on job burnout;

In this paper, the work stress stimulation-response interaction theory was adopted. That is, the work stress of the new generation staff is caused by external stimulation. When staff are stimulated from outside and they cannot adapt to the current environment, there will be continuous physiological and psychological adverse reactions, which can be divided into the following five dimensions: career development, work-family conflict, interpersonal relationship, job and role stress. In this paper, Maslach's research (1996) was used to define and divide the dimensions of job burnout. That is, job burnout (JB) refers to the state of mental exhaustion and physical and mental exhaustion related to work caused by the long-term emotional, physical and psychological stress from work. It can be divided into the following three dimensions: emotional exhaustion (QGHJ), dehumanization (QRXH) and low personal sense of accomplishment (GRCJGD). Accordingly, on the basis of hypothesis H1, the following sub-hypotheses were put forward:

The five dimensions of the new generation staff's work stress (job, career development stress, role stress, interpersonal stress, work-family conflict stress) have a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, low personal sense of accomplishment).

Nervousness and accountability and job burnout

In the psychological field of personality research, big five personality is generally recognized by scholars. Reviewing previous studies, it is found that some studies have explored the mechanism of influence of Big Five Model on job burnout. The results show that personality traits is the antecedent variable of job burnout and one of the influencing factors of job burnout. Big Five Model has a direct impact on job burnout, and its main effect is remarkable. Among it, different dimensions of Big Five Model have certain direct impact on different dimensions of job burnout (Guo 2010). Among the Big Five Model traits, nervousness is regarded as the most stable personality dimension to predict job burnout, and it is also the best personality index.

Guo (2015) took 487 junior high school teachers as subjects to explore the influence of work stress on job burnout and the regulating effect of Big Five Model on the relationship between them. The results showed that the five dimensions of Big Five Model (agreeableness, nervousness, accountability, openness and extraversion) were positively correlated with personal sense of accomplishment and dehumanization, among which nervousness, openness and agreeableness were also positively correlated with emotional exhaustion, and nervousness could positively predict emotional exhaustion and dehumanization, and negatively predict low personal sense of accomplishment (Guo 2010). Swider (2010) made a path analysis of the relationship among personality traits, job effect and job burnout by using AMOS statistical analysis software. The research found that Big Five Model can effectively predict personality traits. Among it, the higher the nervousness level, the higher the job burnout level. On the contrary, the higher the accountability and easygoing, the lower the job burnout level (Swider & Zimmerman 2010). Liang and Chen et al. (2018) discussed the relationship between job burnout and personality traits of psychiatrists, and selected 225 psychiatrists as the research objects. The research found that: easygoing negatively affects job burnout. The higher the level of easygoing, the humbler and easier to accept others in the face of work. The higher the enthusiasm for work, the lower the job burnout level; accountability can positively predict the sense of accomplishment. The higher the level of accountability, the higher the psychiatrist's requirements for self-management. The more orderly the work, the lower the job burnout level (Liang et al. 2018).

Based on the above analysis, it can be found that most studies think that personality traits are one of the main factors that affect job burnout. Among the five dimensions of Big Five Model, nervousness and accountability have the most significant effects on job burnout. When faced with difficulties in work, highly neurotic staff often adopt negative ways to deal with them, which easily leads to anxiety, emotional exhaustion, loss of confidence in work, reduced personal sense of accomplishment, low motivation and interpersonal skills, and higher dehumanization. Staff with high accountability scores have a high sense of accountability, self-efficacy and sense of organization. They are also organized with implementation. In the face of the stress in work and life, they can take positive measures to deal with it, which is conducive to the alleviation of job burnout.

Accordingly, this paper puts forward the following assumptions:

H2: nervousness has a positive influence on job burnout of the new generation staff;

H3: accountability has a negative influence on job burnout of the new generation staff;

On this basis, the subdivided hypotheses are put

forward: nervousness has a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff, and accountability has a negative influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff.

The regulating role of nervousness and accountability

Dong (2011), in his research on the impact of abusive management on staff performance, found through empirical analysis that: nervousness has a positive regulating effect between abusive management and job performance and among various dimensions (task performance, relationship performance). That is, nervousness will increase the negative influence of abusive management on staff job performance and play a promoting role; accountability has a negative regulating effect between abusive management and job performance and among various dimensions (task performance, relationship performance). That is, accountability can reduce the negative influence of abusive management on staff job performance, and play a restraining role (Dong 2011). Guo (2015) research found that Big Five Model can regulate the relationship between work stress and job burnout, and different dimensions of Big Five Model have different regulating effects. Work-family conflict is an important dimension of work stress. Zhang (2014) discussed the mechanism of influence of work-family conflict on job burnout from the perspective of personality traits, and conducted the research by using the method of hierarchical regression analysis. The research found that: accountability has a negative regulating effect between work-family conflict and dehumanization, while nervousness has a positive regulating effect between work-family conflict and dehumanization (Zhang 2014).
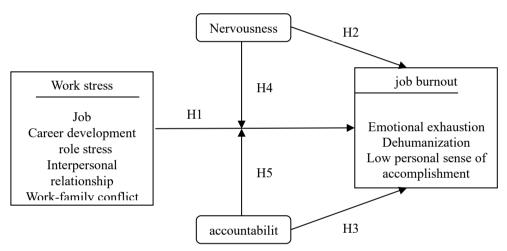

Figure 1. Conceptual model diagram of this study

Personality traits are internal psychological factors for individuals to actively guide their behavioral responses when faced with different stimulation, inducing individuals to produce the same behavioral characteristics in different situations. Studies have confirmed that the staff's social self-efficacy has a significant negative predictive effect on job burnout (Zheng et al. 2019). Perceived social support and job satisfaction can regulate the relationship between work stress and job burnout (Wu et al. 2021). With psychological capital as the intermediary, EQ has an influence on job burnout and job performance (Gong et al. 2019). Through previous studies, it has been found that there is not much research on the influence of nervousness and accountability on work stress and job burnout. nervousness and accountability are two typical personality traits. Highly neurotic staff are often anxious, impulsive, neurotic and excitable. These characteristics will make the staff unable to cope with stress well and prone to job burnout. Staff with high accountability are organized with implementation. They are diligent,

serious, punctual, prudent and persistent, which will help them get better work experience and reduce their job burnout. For different groups such as nurses (Wang et al. 2018), nervousness and responsibility have a certain regulating effect on the relationship between work stress and job burnout. In addition, in recent years, the new generation staff's work stress has increased significantly. With the increasingly intense social competition, their job burnout has become more obvious. Therefore, for the new generation staff, the mechanism of action of nervousness and responsibility on them deserves further exploration and research. Accordingly, this paper put forward the following hypotheses:

H4: nervousness has a positive regulating effect between work stress and job burnout of the new generation staff;

H5: accountability has a negative regulating effect between work stress and job burnout of the new generation staff.

On this basis, the subdivided hypothesis was put forward: nervousness has a positive regulating effect

among the three dimensions of the new generation staff's work stress and job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment), and accountability has a negative regulating effect among the three dimensions of the new generation staff's work stress and job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment).

To sum up, we use Figure 1 to show the hypothetical relationship between the main concepts in this paper.

SUBJECTS AND METHODS

Sample selection and data collection

The research objects of this study were the new generation groups. To ensure the representativeness of the collected data and the authenticity of the results, in the process of distributing the formal questionnaire, the new generation staff nationwide were taken as the research objects, and the survey data came from various industries, including medical and health care, real estate, sales services and other industries. The formal questionnaire research data were collected mainly through online electronic questionnaires (Wenjuanxing, QQ Mailbox) and offline paper questionnaires. Among them, the online questionnaires were collected by mail and Wenjuanxing. As the research objects of this study were the new generation staff, to ensure the reliability of the collected data samples, the questionnaires were only distributed to the new generation staff within the company through consultation with the human resources departments of enterprises. The paper questionnaires were only answered by the incumbent new generation staff, and were collected and sorted out in time. A total of 454 pretest questionnaires were distributed, and 373 questionnaires were collected, with a questionnaire recovery rate of 82.16%. After preliminary examination and screening, 65 invalid questionnaires were eliminated, and 308 valid questionnaires were collected, with an effective recovery rate of 82.57%.

Variable measurement

In this study, the domestic and foreign mature scales were used to measure variables, and the English scales adopted two-way translation to ensure the accuracy of each item. Except for control variables, Likert5-point scoring method was used in all scales.

(1) Measurement of work stress used the work stress questionnaire prepared by Bai et al (2019) and Ma (2014), and appropriate adjustments were made to the scale. The questionnaire includes five dimensions: job (GZBS), career development stress (ZYFZ), role stress (JSCT), interpersonal stress (RJGX) and work-family conflict stress (ZZYJTCT). There are 17 items in total, and Cronbach'α value is 0.966.

(2) Measurement of job burnout used the job burnout scale designed by Li (2003) and Maslach (1996). Appropriate adjustments were made to the scale to obtain the job burnout measurement questionnaire needed for this study. The questionnaire includes three dimensions: emotional exhaustion (QGHJ), dehumanization (QRXH) and low personal sense of accomplishment (GRCJGD). There are 12 items, and Cronbach'α value is 0.953.

(3) Measurement of nervousness and accountability used the NEO-FFI scale prepared by Mc Crae and Costa (2004), from which two dimensions, accountability (12 items) and nervousness (12 items) were extracted, with a total of 24 items. Nervousness scale and accountability scale were obtained, with Cronbach'α values of 0.945 and 0.927 respectively.

Sample characteristics

There was a total of 308 formal questionnaire samples. The basic information of the samples in terms of gender, age, educational background, length of service and nature of enterprises is shown in Table 1:

Table 1. Demographic characteristics of sample

Item	Classification	Number of persons	Percentage (%)
Gender	Male	161	52.27
	Female	147	47.73
Age	Under 25 years old	59	19.16
	26-30 years old	110	35.71
	31-35 years old	86	27.92
	36-39 years old	53	17.21
Educational background	Senior high school/technical secondary school and below	19	6.17
	Vocational/junior college	63	20.45
	Undergraduate	175	56.82
	Graduate student or above	51	16.56
Length of service	Less than 2 years	94	30.52
	2-5 years	103	33.44
	6-10 years	59	19.16

	More than 10 years	52	16.88
	State-owned enterprises	78	25.32
Nature of enterprise	Joint venture/foreign capital enterprise	78	25.32
	Private enterprises	101	32.79
	Other	51	16.56

DATA ANALYSIS AND RESULTS

Reliability and validity analysis of the scale

In this study, Cronbach'sα reliability coefficient method was used to test the internal consistency of the scale. The Cronbach'sα coefficient values of the scale were all greater than 0.7, indicating that the scale had passed the internal consistency test and had good reliability.

According to the research of Kaiser (1974), the sampling suitability value (KMO) was calculated to analyze whether the items were suitable for factor analysis. As shown in Table 2, each scale is suitable for factor analysis. Then, using the method of variance maximization orthogonal rotation, the questionnaire data were analyzed by exploratory factor analysis. In terms of variance explanation contribution rate, the questionnaire could explain most of the structure of variables, showing high validity.

Table 2. validity test results

Measurement item	KMO value	SIG value	Cumulative variance contribution rate (%)
Work stress	0.974	0.000	64.817
Job burnout	0.964	0.000	78.244
Nervousness	0.957	0.000	76.244
Accountability	0.942	0.000	68.565

Correlation analysis

This study tested the correlation between nervousness and accountability and job burnout and its three dimensions (emotional exhaustion, dehumanization, low personal sense of accomplishment) and work stress

and its five dimensions (job itself, career development, role stress, interpersonal relationship, work-family conflict), with the aim of making a preliminary judgment on the hypothetical relationship proposed in this study. The test results are shown in Table 3.

Table 3. Correlation coefficient of each variable

	Job	career development	Role stress	Interpersonal relationship	Work-family conflict	Nervousness	Accountability	Emotional exhaustion	Dehumanization	Low personal sense of accomplishment
Job	1									
Career development	0.322**	1								
Role stress	0.260**	0.334**	1							
Interpersonal relationship	0.259**	0.352**	0.244**	1						
Work-family conflict	0.213**	0.204**	0.316**	0.257**	1					
Nervousness	0.287**	0.183**	0.367**	0.326**	0.324**	1				
Accountability	0.226**	-0.315**	0.323**	-0.146**	0.326**	0.427**	1			
Emotional exhaustion	0.265**	0.245**	0.269**	0.314**	0.491**	0.433**	-0.226**	1		
Dehumanization	0.304**	0.326**	0.279**	0.204**	0.391**	0.223**	-0.281**	0.469**	1	
Low personal sense of accomplishment	0.204**	0.391**	0.271**	0.243**	0.255**	0.249**	-0.321**	0.264**	0.250**	1

Note: ** Significantly correlated at .01 level (bilateral).

As can be seen from the correlation analysis, there is

a positive correlation between work stress and job

burnout. The three dimensions of work stress and job burnout, namely emotional exhaustion, dehumanization and low personal sense of accomplishment, are significantly related at the level of 0.01. The correlation between work-family conflict and job burnout is 0.491 (emotional exhaustion), 0.391 (dehumanization) and 0.255 (low personal sense of accomplishment), respectively. The correlation between work-family conflict and emotional exhaustion is higher than the other two dimensions of job burnout. The correlation coefficients of the three dimensions of job itself and job burnout are 0.265 (emotional exhaustion), 0.304 (dehumanization) and 0.204 (low personal sense of accomplishment), respectively, all of which show positive correlation; the correlation coefficients of career development and job burnout are 0.245 (emotional exhaustion), 0.326 (dehumanization) and 0.391 (low personal sense of accomplishment), respectively. Among them, the correlation between career development and personal sense of accomplishment is the highest, followed by that between career development and dehumanization. The correlation between career development and emotional exhaustion is the weakest. The correlation coefficients between interpersonal relationship and job burnout are 0.314 (emotional exhaustion), 0.204 (dehumanization) and 0.243 (low personal sense of accomplishment), among which the correlation between interpersonal relationship and emotional exhaustion is slightly higher. The correlation coefficients between role stress and emotional exhaustion, dehumanization and low personal sense of accomplishment are 0.269 (emotional exhaustion), 0.279 (dehumanization) and 0.271 (low personal sense of accomplishment) respectively, and the overall correlation coefficient is stable. The correlation coefficient between accountability and job burnout is -0.226 (emotional exhaustion), -0.281 (dehumanization) and -0.321 (low personal sense of accomplishment), respectively, all of which show negative correlation. The correlation coefficient between nervousness and job burnout is 0.433 (emotional exhaustion), 0.223 (dehumanization) and 0.249 (low personal sense of accomplishment), respectively, all of which indicate positive correlation. Nervousness is positively correlated with job burnout, while accountability is negatively correlated with job burnout. Highly neurotic staff tend to be anxious, impulsive, and neurotic and excitable. These characteristics will lead to staff's inability to cope with stress well and easily causes job burnout. Staff with high accountability are organized with implementation. They are diligent, serious and punctual, and are careful and persistent in their work. High accountability can help staff get a better work experience, thus reducing job burnout.

Hypothesis test

Main effect analysis

In this paper, the stepwise multiple regression method was used to study the related variables, and the

relationship among work stress, nervousness, accountability and job burnout of the new generation staff was further analyzed. After controlling demographic variables such as gender, the new generation staff's work stress had a significant positive influence on job burnout, with a regression coefficient of 0.439 ($P < 0.001$). Nervousness of the new generation staff had a significant positive influence on job burnout, with a regression coefficient of 0.415 ($P < 0.001$). The new generation staff's accountability had a significant negative influence on job burnout, with a regression coefficient of -0.543 ($P<0.001$).

Analysis of regulating effect

Firstly, the product of work stress and nervousness was introduced into the regression equation. The results showed that the explanatory power of the model to emotional exhaustion was significantly increased. The R^2 value was significantly increased by 0.081, and the standard regression coefficient of the interaction of work stress and nervousness to emotional exhaustion was 0.297 ($P < 0.01$). The standard regression coefficient of the interaction between work stress and nervousness to dehumanization was 0.263, and the interaction between nervousness and work stress had no significant effect on dehumanization. The interaction items of work stress and nervousness had significantly increased the explanatory power of low personal sense of accomplishment, and the R^2 value had been significantly increased by 0.062. The standard regression coefficient of the interaction items of work stress and nervousness to low personal sense of accomplishment is 0.319 ($P < 0.01$). The results showed that nervousness played a positive role in regulating the relationship between work stress and emotional exhaustion and low personal sense of accomplishment, but it cannot play a regulating role in the influence of work stress on dehumanization.

Secondly, the product term of work stress and accountability was introduced into the regression equation. The results showed that the standard regression coefficient of the interaction item of work stress and accountability to emotional exhaustion is -0.370, and the interaction between accountability and work stress had no significant effect on emotional exhaustion. The explanatory power of the model to dehumanization increased significantly, and the R^2 value increased significantly by 0.091. The standard regression coefficient of the interaction between work stress and accountability to dehumanization was-0.275 ($P < 0.01$). The explanatory power of the model to the low personal sense of accomplishment increased significantly, and the R^2 value increased significantly by 0.080. The standard regression coefficient of the interaction between work stress and accountability to the low personal sense of accomplishment was -0.346 ($P < 0.01$). The results showed that accountability could not play a regulating role in the influence of work stress on emotional exhaustion, but it played a negative regulating role between work stress and dehumanization and low personal sense of accomplishment.

DISCUSSION OF RESULTS

The influence of the new generation staff's work stress on job burnout

The five dimensions of the new generation staff's work stress (job, career development stress, role stress, interpersonal stress, work-family conflict stress) had positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, low personal sense of accomplishment). The greater the work stress of staff, the higher the job burnout of staff. The higher the work stress of the new generation staff, the more they will lose their enthusiasm and enthusiasm for work. Besides, they will feel extremely tired physically and psychologically, and their emotional exhaustion will also increase; with the increasing work stress of the new generation staff, they will also show indifference to their colleagues around them and become more indifferent to their work. At this time, the degree of dehumanization will be improved. When the new generation staff cannot be effectively relieved under the work stress for a long time, they will begin to doubt themselves, treat their work with a negative attitude, feel that they are incompetent and lose confidence in themselves, which leads to a decrease in their sense of accomplishment.

Different from the older generation staff, most of the new generation staff have professional knowledge and skills, strong learning ability, and they pay more attention to the realization of their abilities. They have higher requirements and goals for themselves. In addition to completing their own jobs, they will also spend more energy on their studies, so as to realize their own value. However, the new generation staff are not only a member of the job market, but also an important family member. With the increasingly fierce market competition, the new generation staff spend less and less time in their families, and are unable to take care of family life and work. When there is no good balance between work and family, there will be conflicts. As a result, the staff cannot devote themselves to their work well, and will gradually show a series of symptoms such as impatience and reduced enthusiasm. The core influence is emotional exhaustion caused by excessive consumption of emotional resources. With the passage of time, the job burnout of staff will in turn bring negative influence on family life, leading to the emergence of family conflicts, and the interaction between work-family conflicts and job burnout.

The influence of nervousness and accountability on the new generation staff's job burnout

Nervousness has a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, and low personal sense of accomplishment) of the new generation staff. The more anxious, impulsive and insecure the staff are, the higher degree of job burnout they will feel. Highly neurotic staff have higher emotional exhaustion and dehumanization and lower personal sense of accomplishment. Nervousness reflects the individual's emotional stability and ability to withstand stress. Highly neurotic staff lack self-confidence, and are impulsive and fragile. Their emotions change violently and quickly, and they are not easy to regain their calm. They are nervous, sensitive and irritable. They do not care about others, and are lonely and indifferent. They also perceive and report negative emotions more frequently. All these are not conducive to the relief of job burnout. Therefore, highly neurotic staff, when faced with difficulties in their work, often adopt negative ways to deal with them, which easily leads to anxiety, emotional exhaustion, loss of confidence in their work, weaker personal sense of achievement, low work motivation and interpersonal skills, and easily enhances dehumanization.

Accountability has a negative influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff. The more the staff are self-managed, self-motivated, tenacious, careful and persistent in their work, the lower the degree of job burnout they feel. Staff with high accountability have lower emotional exhaustion, dehumanization and personal sense of accomplishment. Accountability represents an individual's responsible attitude towards work or tasks and strictness. Staff with high accountability scores have a high sense of accountability, and self-efficacy. They are organized with implementation. In the face of the stress in work and life, they take a positive way to cope with it. These characteristics are conducive to the alleviation of job burnout. Therefore, for staff with high accountability, it is their duty to work hard to complete their work well. Even if the external environment is not conducive to their own work, they will do their best to complete it. They are passionate about their work, with a high personal sense of accomplishment. They can actively cope with stress to reduce emotional exhaustion.

The regulating effect of nervousness and accountability

Nervousness has a positive regulating effect between work stress and emotional exhaustion of the new generation staff. When faced with work stress, the highly neurotic staff tend to work with negative emotions, which leads to excessive consummation of emotional resources, energy decline, and even emotional exhaustion. Nervousness has a positive regulating effect between work stress and low personal sense of accomplishment of the new generation staff. Highly neurotic staff often lack self-confidence and are fragile. When faced with work stress, they cannot respond positively, and are prone to self-denial, resulting in depression. This leads to loss of confidence in their work, and ultimately leads to a decrease in their personal sense of achievement. The positive regulating effect of nervousness between the new generation staff' work stress and dehumanization has not been verified. Because highly neurotic staff themselves are often

withdrawn and difficult to get along with others, when they are faced with work stress, they don not easily express their emotions and sorrows. In the eyes of outsiders, their dehumanization is not so serious, but the overall level of their job burnout has not changed.

Accountability has a negative regulating effect between work stress and dehumanization of the new generation staff. The staff with high accountability have strong self-management ability. When faced with stress from life and work, they tend to choose a rational and constructive way, and will not vent to other colleagues, teams or organizations, which alleviates the negative influence of work stress on dehumanization. Accountability has a negative regulating effect between work stress and low personal sense of accomplishment of the new generation staff. The staff with high accountability are often achievement-oriented. They work hard and pursue achievements. Even under high work stress, they implement self-motivation and try their best to obtain resources to ensure the quality of work and complete tasks, which reduces the negative influence of work stress on low personal sense of accomplishment. The negative regulating effect of accountability between work stress and emotional exhaustion of the new generation staff has not been verified. The staff with high accountability are punctual, cautious and conscientious in their work. They are more conscientious than low-accountability staff, and are often entrusted with important tasks. As a result, when faced with work stress, the staff with high accountability excessively pursue excellence and spend too much energy, causing excessive consumption of their emotional resources and accelerating their emotional exhaustion.

SHORTCOMINGS AND PROSPECTS

First of all, questionnaire was used to collect data. Based on the staff's perspective, the self-rating scale was used for measurement. Since the questionnaire may be subjective to some extent, the reliability and repeatability of the research results will be tested. This paper tries to ensure that every link and step is reasonable, but errors are inevitable. Therefore, in the future research, variables can be measured in a more accurate manner from multiple sources and angles, so as to enhance the robustness and rigor of the research. Secondly, the study took work stress as the independent variable, nervousness and accountability as the regulating variables, and job burnout as the dependent variable, exploring the influence among them. However, the influence of mediating variables was not involved. Therefore, we may change our thinking in the following research and consider nervousness and accountability as mediating variables to explore the relationship between work stress and job burnout of the new generation staff under the influence of mediating variables.

Conflict of interest: *None to declare.*

Contribution of individual authors:

Xiaorong Jiang: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Xiaotian Wu & Zixuan Yun: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:
Xiaorong Jiang,
School of Economics and Management, Xi'an University of Technology,
Xi'an 710054, China,
E-mail: jiangxiaorong99@163.com

THE INFLUENCE OF SOCIAL MEDIA ON BODY IMAGE DISTURBANCE INDUCED BY APPEARANCE ANXIETY IN FEMALE COLLEGE STUDENTS

Yi Zhong

Department of Communication & Media, Sookmyung Women's University, Seoul 04310, Korea

SUMMARY

Background: *Currently, appearance anxiety has become a hot issue on the Internet. In reality, the interpretation and presentation of beauty standards for women's bodies, such as "palm-sized face", "chopstick legs", and "effective makeup and ineffective makeup" have become a topical phenomenon on social media platforms. Xiaohongshu is a popular UGC social media platform with nearly 400 million users, many young women will look for related topics of their preferences on the platform and are more easily influenced by these aesthetic concepts. Under the social media environment that emphasizes the role of appearance, many young women feel less confident about their appearance, and often feel anxious, troubled, and nervous. These are psychologically interpreted as body image disturbance.*

Subjects and methods: *In this paper, based on the social comparison theory, the effects of the degree of internalization of "ideal beauty" and the degree of social comparison of "ideal beauty" on women's body image were discussed respectively. Based on the revision of the classical scale, a questionnaire survey was used to measure the young women's exposure to Xiaohongshu, the internalization of "ideal beauty", appearance comparison and body image.*

Results: *The results show that: 1. The degree of use of Xiaohongshu will affect the appearance anxiety of female college students; 2. The internalization of "ideal beauty" will create body image disturbance; 3. Social comparison tendency will affect the degree to which female college students compare their "ideal beauty" with Xiaohongshu.*

Conclusions: *Combined with sociocultural theory, the following research conclusions are drawn: social media such as Xiaohongshu are shaping social aesthetic concepts and the concept of "ideal beauty" promoted by Xiaohongshu internet celebrity is influencing young women's cognition and feelings about appearance.*

Key words: *appearance anxiety - body image disturbance - sociocultural theory - female college students - Xiaohongshu*

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INTRODUCTION

Nowadays, appearance anxiety has become one of the sub-health mental problems common among young women in China. Appearance anxiety refers to that individuals worry that they cannot reach the aesthetic standards of the society and that they will be negatively evaluated by others on their appearance, thus producing anxiety emotions such as annoyed, worried, nervous and other anxiety emotions (Harper &Tiggemann, 2008). The slogan "Appearance is power" has been greatly recognized in the current social media environment, and it has also brought more troubles about appearance anxiety to young women. Take the current Chinese social media UGC (User Generated Content) platform Xiaohongshu as an example, content about women's appearance, trend interpretation, beauty makeup, weight loss experience sharing and other content has attracted a lot of attention once it has spread (Qian 2021).

According to the "2019 Chinese Women's Confidence Report", one in six Chinese women feel anxious when looking in the mirror or taking pictures, and "makeup" has become the first way to improve self-confidence. In Xiaohongshu, such as "palm-sized face", "A4 waist", "chopstick legs" and other standard aesthetic trends of female body "ideal beauty", It often becomes a hot topic and a group carnival as soon as it is released, which leads to the imitation and follow-up of

young women in reality. Xiaohongshu is a popular UGC social media platform with nearly 400 million users which not only unleashes the potential of user information dissemination but also becomes a stage for young people to express themselves, express themselves and shape themselves. Then, in the new communication environment, how the social media's "ideal beauty" body image presentation has on young women's appearance anxiety and body intention is a question worth exploring.

Meanwhile, new technologies may exacerbate the appearance anxiety of female groups. Just as in the UGC content published by most of the Internet celebrities in Xiaohongshu, women who are highly praised by the technical blessing of retouching software often show the image of "beautiful face, slender body, and exquisite makeup". Coupled with the personalized algorithm recommendation mechanism of Xiaohongshu, it is easier to wrap women who pay attention to "face value/fashion" into the "information cocoons", attracting women's immersive attention to the content, and has long cultivated women's awareness of beauty standards. If the image of women in traditional media is the image of female stars out of reach, then the Internet celebrities in Xiaohongshu are the objects that ordinary women can easily contact, imitate and compare.

Therefore, whether women's use of Xiaohongshu will affect their cognition of beauty standards, and then