

## PERSONAL FACTORS THAT INFLUENCE MEANING AND PRIORITIZATION IN WORK/NONWORK ROLES

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Surprisingly little is known about factors that influence work/nonwork role-related choices and behaviors. One factor that likely plays a role is a person's identity salience, illustrated by how we attach importance and values, and choose to direct resources to the roles we occupy. Better understanding the formation and functioning of identity salience may provide a mechanism for helping people attain more positive forms of work-nonwork role relationships and better overall quality of life.

Identity is a reflection of personal priorities and a force that guides our work- and nonwork-related behaviors and choices. Identity salience is theorized to be the result of multiple factors, including personal values, when such values function as motivational goals that guide behaviors and role prioritizations. Values and identity salience have both been linked to work and nonwork role commitment, participation, and investment. We studied work/nonwork identity salience as a means of explaining how and why people allocate time and resource investment to work/nonwork roles. We also examined the link between work/nonwork identity salience and values that can be aligned with work/nonwork role domains and are therefore likely to be associated with work/nonwork identity salience.

Data were gathered from student ( $n=1086$ ) and nonstudent ( $n=353$ ) samples, via an internet-based questionnaire. Measures targeted basic demographics, values, work/nonwork identity salience, work/nonwork role prioritization, and future work/nonwork related goals. Hypotheses were tested using correlational methods and the multiple mediation techniques of Preacher and Hayes (2008). Results from both samples indicated that values are strongly linked (especially self-enhancement values) to identity salience, and that work/nonwork identity salience is significantly associated with work/nonwork role prioritization and goals. Differences in relationship strength between the two samples also suggest that stage of life needs to be considered when attempting to understand how values, identity salience, and work/nonwork role-related choices are linked.

Overall, this study improves our understanding of how and why identity salience factors into the role management process. Identity salience was examined as a mediating factor in the relationship between a person's underlying values and role prioritization tendencies. Also tested were the direct paths between values and identity salience. This study was exploratory in nature, because previous research has yet to group values according to work and nonwork domains and investigate their relationship with identity salience and role prioritization. The findings from this research indicate that a person's values and identity salience is linked to their work-nonwork role prioritizations and provides many avenues for future research.

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