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A case study of an all female workplace: The Coffee Crew

Ashley C. Henry

University of Rhode Island, ashley_henry@my.uri.edu

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A case study of an all women's workplace: "The Coffee Crew"



Purpose

In today's society, there are many different career paths and workplaces. Many workplaces have a mixture of both male and female employees, but there are workplaces that actually have an all female staff. The climate of a same-sex workplace and the different personalities are elements that influence how co-workers interact with one another on a daily basis. There is a lack of case studies examining all female workplaces. Therefore, this case study was used in order to provide others with some more information about an all female workplace. The study aims to observe and describe the common themes among female employees, their perceptions of workplace roles, and the overall climate of the organization. The case study also provides important information about the unique dynamics of an all female organization.



Ashley Henry

Survey Results

Survey Instrument:

The Eysenck Personality Questionnaire Brief Version (EPQ-BV) Toru Sato (2010)

Instructions: Please indicate your characteristics by circling one of the numbers on the left of each item. The scale for the questions below is as follows:

Not at all - 1		Slightly - 2	Moderately - 3	Very much - 4	Extremely - 5
1 2 3 4 5	1. Are you a talkative person?	1 2 3 4 5	14. Are you a worrier?		
1 2 3 4 5	2. Does your mood often go up and down?	1 2 3 4 5	15. Do you like mixing with people?		
1 2 3 4 5	3. Are you rather lively?	1 2 3 4 5	16. Would you call yourself tense or "highly-strung"?		
1 2 3 4 5	4. Do you ever feel miserable for no reason?	1 2 3 4 5	17. Do you like plenty of action and excitement around you?		
1 2 3 4 5	5. Do you enjoy meeting other people?	1 2 3 4 5	18. Do you worry too long after an embarrassing experience?		
1 2 3 4 5	6. Are you an irritable person?	1 2 3 4 5	19. Are you mostly quiet when you are with other people?		
1 2 3 4 5	7. Can you usually let yourself go and enjoy yourself at a lively party?	1 2 3 4 5	20. Do you suffer from nerves?		
1 2 3 4 5	8. Are your feelings easily hurt?	1 2 3 4 5	21. Do other people think of you as being very lively?		
1 2 3 4 5	9. Do you usually take the initiative in making new friends?	1 2 3 4 5	22. Do you often feel lonely?		
1 2 3 4 5	10. Do you often feel "fed-up"?	1 2 3 4 5	23. Can you get a party going?		
1 2 3 4 5	11. Can you easily get some life into a rather dull party?	1 2 3 4 5	24. Are you often troubled about feelings of guilt?		
1 2 3 4 5	12. Would you call yourself a nervous person?				
1 2 3 4 5	13. Do you tend to keep in the background on social occasions?				

Please flip to the next page of the survey after you have completed the 24 questions above.

Research # _____ Sex M F Age _____ Years at workplace _____

Materials and Methods continued

Survey

- The survey consisted of the EPQ-BV (Sato, 2005)
- The twenty-four questions in this survey measure the employee's self-reports of extroversion and neuroticism.
- Employees were also asked to identify with one female role stereotype in the workplace (Wood, 2013).
 - Sex Object** – judged by personal appearance by co-workers and customers, pressure to physically look
 - Mother** – help solve problems with co-workers or work related issues, responsible for creating a pleasant and supportive work environment, helping co-workers is a huge part of the work day
 - Child** – do not feel challenged at work, would like more responsibilities at work, not taken seriously by co-workers
 - Iron-maiden** – independent and ambitious, compete with co-workers, take charge of situations at work, direct when addressing co-workers
- The demographic questions asked for the worker's sex and years of experience at the workplace.

Research Questions

RQ 1: How does a same-sex work environment impact organizational climate in terms of interdependence, dominance and authority, supportiveness, and relational identity?

*Assessed through interviews conducted with the organization's employees

RQ 2: What is the relationship between self-reports of extroversion and self-perceptions of enacted female roles in the workplace?

*Assessed through The Eysenck Personality Questionnaire Brief Version: Factor Structure and Reliability (EPQ-BV) and the female workplace stereotype categories (sex object, mother, child, iron-maiden).

Conclusions

Stereotypical Female Roles

- Average age within the organization is twenty-one years old, but the majority of the women performed the mother role. The role emerges in this environment because it is necessary.
- Not one employee associated with the sex object role. Although this was expected, it is interesting to note that the same-sex environment eliminated this role completely. By not choosing the sex object role, it shows that the women were more concerned with their position in the job or their relationships with their co-workers rather than their appearance.

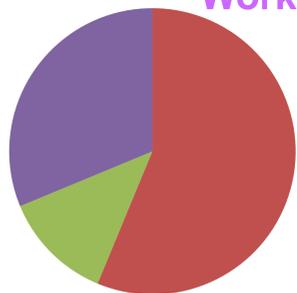
Personality

- The majority of the employees reported a high degree of extroversion as opposed to neuroticism.
- The employees who chose the iron-maiden role described themselves as outgoing, strong, and ambitious. Therefore, it is not surprising that most of the employees who chose iron-maiden had a high degree of extroversion.
- The majority of the workers who were older and had more years of experience at the organization chose the mother role. This could be because they feel they have more loyalty to the organization and the younger workers.

Climate

- The climate reflects the subjective reflections of employees in the organization.

4 Roles of Women in this Workplace



- Sex Object
- Mother
- Child
- Iron-Maiden

Basic Demographics

Total Participants: 16

Sex of all participants: Female

Age Range (years): 16-28

Average age: 21 years old

Years of Experience: .5-14

Average Experience: 4.28 years

Materials and Methods

In order to conduct this case study, I conducted an interview and implemented a survey.

Interview Questions

Interview questions were created to assess the perceptions of the workplace climate in terms of (Folger, Poole, Stutman, 2013):

- Interdependence** – need each other to accomplish some type of relational goal, rely on one another
- Dominance and Authority** – amount of authority in the relationship, distribution of control and amount of respect
- Supportiveness** – respect in the organization, climate of openness, commitments and investments to others, high or low degree of supportiveness
- Relational Identity** - membership to a relationship, the self-esteem or self-identity associated with the relationship

Works Cited

Folger, Joseph P. Poole, Marshall Scott. Stutman, Randall K. (2013). *Working Through Conflict: Strategies for Relationships, Groups, and Organizations*. New Jersey: Pearson Education.

Sato, Toru (2005). *The Eysenck Personality Questionnaire Brief Version: Factor Structure and Reliability*. *The Journal of Psychology: Interdisciplinary and Applied*, 139:6, 545-552.

Wood, Julia T. (2013). *Gendered Lives: Communication, Gender, & Culture*. 10th ed. N.p.: Wadsworth. Print.