

- British and German IT engineers work long hours, while Finnish engineers work c. 40 hours p/week
 - Trade union influence
 - Finnish IT industry world leader
 - Home care services
 - Outsourced to private sector in Scandinavia and Netherlands but State quality standards
 - Retail Trades
 - Part time work increasing everywhere but part time rates in France only half of those in Germany and Denmark
 - Large French firms highly rationalised and relatively profitable
 - Social Services
 - **Earnings of female workers** in social services
 - UK widest pay gap
 - Scandinavia smallest (public services)
 - Myth of the market
 - If the costs of quality are driven out the door by refusing to pay a fair price for them, then they simply come back in through the window, either within the organisation itself (in the form of turnover costs, absenteeism or a loss of motivation that eventually undermines quality) or elsewhere in society (illness, poverty, queues)
 - Ref.: **Bosch and Lehndorff**
 - Explaining Services Growth
 - **Economic development and services**
 - Economic development- rising incomes and demand for services, services less easily rationalised than manufacturing
 - **Baumol's Disease**
 - Rise in salaries of jobs that have experienced no increase in labour productivity in response to rising salaries in other jobs which did experience such labour productivity growth
 - Welfare States
 - Size of social services sector
 - Shift to high quality production
 - Demand support services e.g. R+D
 - Country specialisation in certain services e.g. tourism in attractive countries
 - Working time and income preferences
 - US Vs Europe
 - Ref.: **Bosch and Wagner**
 - Relationship Between Income Inequality and Volume of Services
 - Ref.: **Bosch and Wagner**

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Page 2 of 18

- **Denmark** – Large volume of personal and social services, low levels of income distribution
 - **Ire** – Low volume of personal and social services, mid to high levels of income distribution
- Welfare States
 - Relationship between services work and social protection expenditure
 - Ref.: **Bosch and Wagner**
 - More hours worked per week in social services, high % social protection expenditure
- Working Time
 - Average working times shorter in services sector than in manufact. in all EU states
 - Women and students – cost cutting
 - Average working times employees in Europe considerably shorter than in US
 - Due to falling wages as a result of decline in trade union influence
 - Less labour market regulation and social protection in US
 - Ref.: **Bosch and Wagner**
 - Recommend discarding distinction between part time and full time work in order to facilitate shorter working hours for men/longer hours for women
- Interactive Services Work
 - Service work involving **communicating w/ service recipients face-to-face or voice-to-voice**
 - Ref.: **Edgell**
 - Management, worker, customer's ships
 - In addition to manual tasks and mental effort, emotional element now
 - **Emotional Labour**
 - Ref.: **Hochschild (1983)**
 - Plus aesthetic dimension now
 - **Aesthetic Labour**
 - Ref.: **Warhurst**
- Emotional Labour or Skilled Emotional Managers?
 - Ref.: **Hochschild (1983)**
 - **Social actors' ability to manage emotion**
 - **Emotional Work**
 - **Capitalism's appropriation of that skill**
 - **Emotional Labour**
 - Result is **alienation** from our own emotions
 - Ref.: **Bolton and Boyd (2003)**
 - Four types of emotional management, actors shift between them constantly
 - Presentational
 - Philanthropic

One of the most significant reasons for viewing services work as “bad” work is the use of emotional labour in service activities. Hochschild (1983) examined two workers; one in the 19th Century and one in the 20th Century. In the first instance, Hochschild describes a young boy working in a 19th Century British wallpaper factory. He is carried to work by his mother as he is too tired and weak to walk and eats his lunch by the machine he works at so that he does not have to stop his task whilst eating. The boy works long hours in poor conditions. Hochschild then describes a 20 year old trainee air hostess at the Delta Airlines Stewardess Training Centre. The girl is sitting with hundreds of other trainees, listening to a lecturer tell them to “use your smile...really lay it on”. Their smile is seen as an asset, a tool for profit.

The work done by the boy in the factory calls for the coordination of mind and arm, finger, shoulder, simply referred to as physical labour. The flight attendant does physical labour when she pushes heavy carts through the plane’s aisles and does mental work when she prepares for/organises emergency landings and evacuations. But the flight attendant is also doing something more-emotional labour. Emotional labour requires one to induce or suppress feeling in order to sustain outward countenance that produces the proper state of mind in others (Hochschild, 1983). The factory worker and the air hostess appear to have distinctly different jobs. But there is some common ground also in that there is the danger of alienation. For the factory worker, he risks alienation from body, while the air hostess risks alienation from the soul.

Most service jobs involve some form of emotional labour. In the case of the air hostess, her manager controlled her display of emotions. She had to appear happy, calm and welcoming at all times. One air hostess interviewed by Hochschild claimed to be unable to switch off when she finished a shift. She was so used to forcing herself to smile and be happy that she found it difficult to stop the “performance” when she went home (Goffman, 1959). Just as the boy in the factory had to try forget about his suffering when he went home, in order to survive her job, the air hostess must mentally detach herself from her work. The stress and emotional exhaustion experienced by many service workers is a clear example of the downside to service work.

Service sector jobs are frequently regarded as “bad” jobs. It is true to say that many service workers are faced with significant challenges. They are caught between the demands of their managers with those of customers. This leads to considerable tensions for service workers. Customers can be a major source of angst- belittling service workers, humiliating them, or even threatening them. Many service workers also endure emotional labour as their employers control their emotions as well as their physical presence. However, despite these difficulties, we cannot say that all service work is “bad” work. The expansion of the service sector has been a key source of both economic and employment growth in the post-industrial era. The services industry has created new job opportunities for workers and has allowed women and students to enter the workforce, something which would not be possible in other industries. At the same time, the expansion of R&D and IT services has facilitated the growth of other industries, aiding both manufacturing and medical or health services. As we can see, the service sector has had both “good” and “bad” effects on employment.