A RHETORICAL ANALYSIS OF NEWS ARTICLE ON WORK FROM HOME

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Abstract:
This paper discusses the use of rhetorical elements in a newspaper article published by Bloomberg, entitled Three Hours Longer, the Pandemic Workday Has Obliterated Work-Life Balance. Four keywords ('rhetorical analysis', 'news article', 'work from home', 'COVID-19') were used to identify the rhetorical elements in the news article. This is a mixed method analysis where the data is qualitative, but the analysis is done both quantitatively and qualitatively. The newspaper articles were analysed by using the Ethos, Logos and Pathos rhetorical structure. Firstly, Ethos, Logos and Pathos was clearly defined. Secondly, these elements were broken into subcategories of their own. What makes up Ethos is its credibility, expectations and reference. Logos has three sub categories which are clarity, conciseness, and arrangement. Lastly, Pathos is made up of tone, emphasis and engagement. Implications that were faced when analysing this document was that there were negative perceptions from employees in interviews conducted on the subject of working from home. Therefore, readers will interpret and view working from home gives more issues and challenges rather than benefits.

Keywords: rhetorical analysis, news article, work from home, COVID-19

1. Introduction

1.1 Background

The Coronavirus disease 2019 (COVID-19) is defined as illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV), which was first identified amid an outbreak for which to date there is no proven therapeutics or available vaccine. On March 11 2020, the WHO declared the COVID-19 as a global pandemic. As of May 27, 2020, the pandemic has infected more than 5.6 million people and claimed over 350,000 lives around the globe.

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The COVID-19 has brought about significant interruption in the economy over the globe. Hence, this pandemic has led to more and more employees working from home.

Working from home (WFH), sometimes referred to as telework, telecommuting, or remote work, has become an increasingly common practice and establishes an important aspect in the future of work. WFH might seem great for a first timer and has been the norm for freelancers and the self-employed for such a long time. The outbreak of COVID-19 and the social distancing measures that came with it have made WFH a necessity for many. Unsurprisingly, some people aren't sure how to come to terms with these changes.

A recent survey by Gallup, estimates that more than 43% of the workers reported working remotely at least one day a week in 2017, and this number is expected to significantly increase in the coming decades. While the coronavirus outbreak puts WFH once again under the spotlight and likely will cause many firms to shift to WFH as the new work norm, firms vary greatly in their adoption of WFH before the onset of the outbreak.

Adapting to a new norm of WFH, work and lifestyle balance adjustment may be a real struggle for some employees. Additionally, they should also learn to say 'No' to their employers. They need to know how to turn down further work requests if they know that they cannot manage further tasks because WFH should also be operated with limitations, depending on the schedules and responsibilities. Effective communication among employees in the organization plays an important role for them to delegate and split their workload to lessen the stress and burden. Employees must learn not to stretch their working hours and could discipline in time management. One of the greatest weaknesses that employees make is to not know when to restrain work. Many forget to draw the line between family and work, hence this can spill into their family life.

1.2 Statement of Problem

WFH environment leads employees to the limitation of communication and may also get a sense of social isolation due to lack of communication with the other employees. (Ammons and Markham, 2004; Cooper and Kurland, 2002; Bailey and Kurland, 2002). The above-mentioned points don't mean WFH only has disadvantages. There are also several advantages of WFH. The module will assist the employees with having their own timetable and taking a break from normal work will assist them with expanding the firms' profitability. (Gurstein, 2001; Morgan, 2004). In terms of commuting and travel costs, the employees can save more on expenses related to transportation (Tremblay and Genin, 2007).

Employees at JPMorgan Chase & Co. get unapologetic messages from colleagues after working hours, such as on nights and weekends, including notably days. A web designer whose bedroom doubles as an office has to set an alarm to remind himself to eat during his non-stop workday. At Intel Corp., a vice president with four kids logs 13-hour days while attempting to juggle her parenting duties and her job (Davis and Green, 2020).

The rhetorical approaches of Ethos, Pathos and Logos were used in this news article to analyze the use of emotional, logical, and credibility of content to engage with the readers which later causes the readers to be more invested in the news article as the messages are easily conveyed.

1.3 Objective

This paper investigates the use of rhetorical analysis of a news article titled "Three Hours Longer, the Pandemic Workday Has Obliterated Work-Life Balance". Specifically, it will answer the following questions:

1) How can the rhetorical analysis of a news article be characterized in terms of Ethos?
2) How can the rhetorical analysis of a news article be characterized in terms of Logos?
3) How can the rhetorical analysis of a news article be characterized in terms of Pathos?
4) How do the rhetorical elements differ in their frequency of use?

2. Literature Review

2.1 News Article

Newspapers are considered an authentic material which keeps readers informed about the current issues. They were popular throughout the world as a non-electronic media. Nowadays in this era, they can be found online respectively on their news portals. Newspapers are not only a cheap source of updated information, but also a rich source of linguistic data. (Shahnaz & Imtiaz, 2014). Newspaper articles are composed of differences in opinions and structures. Writers communicate with their readers using many devices to convey the content using different types of strategies (Rahmat, 2019). In media research, the notion of newspaper opinion has been approached from different angles (Elyazale, 2014). The issues that arise for working from home are, network problems, the financial performance of the organization and imbalance of personal and professional life. Network issues had arisen during the Covid19 lockdown (MCO) because its usage had exceeded the demand, hence it became a nationwide problem (Marimuthu & Vasudevan, 2020).

Davis and Green (2020) mentioned, *"With many living a few steps from their offices, America's always-on work culture has reached new heights. The 9-to-5 workday, or any semblance of it, seems like a relic of a bygone era. Long gone are the regretful formalities for calling or emailing at inappropriate times. Burnt-out employees feel like they have even less free time than when they wasted hours commuting."* Bai, Brynjolfsson, Jin, Steffen and Wan (2020) found that firms of high WFH index values perform better compared to low-WFH firms during the COVID-19 crisis on a number of dimensions ranging from stock returns and return volatility to financial performance. WFH has and will continue to gain unprecedented popularity. Large-scale evidence on the effectiveness of WFH, however, is scarce and requires more research and study to overcome the challenges.

2.2 Rhetorical Devices/Elements

This paper discusses the selected newspaper article and its rhetorical elements which are present in them.

2.2.1 Ethos

Ethos was the first element in his theory of persuasion, which referred to the character which the speaker wished to present. It could be defined as the charisma and the credibility of the speaker (Demirdöğen, 2010).

Ethos is a style of a writer by which he or she appeals to and tries to attract the attention of the audience to earn their faith. Ethos refers to the trustworthiness or credibility of the writer. If the writer is persuasive the audience follows him or her. In his discourse Aristotle calls Ethos the face of the orator which would impact on the audience by words, in other words it is a "*face created by the discourse*" (Mshvenieradze, 2013).

- **Credibility**

Ethos rhetoric is also invoked to tie a brand to fundamental rights as brands build trust with their audience (Detisch, 2019).

- **Reference**

Reference in an advertisement is used to persuade by appealing to authority or credibility (Mckee, 2017).

2.2.2 Logos

Logos is very important for argumentative judgment as one of the dimensions of persuasion. Logos means persuading by the use of reasoning which includes critical cognition, analytical skills, good memory, and purposeful behavior, which is the most important argumentation. For Aristotle Logos is rationale, logical and argumentative discourse.

- **Clarity**

Successful marketing communications have a clear marketing message: what's great about your brand or product (Hiam, 2014).

- **Conciseness**

The ideal headline is considered to be formed of five to eight words though many headlines are often elliptical or violate grammatical rules (Mirabela, 2010).

- **Arrangement**

Arrangement of images, videos, text, and web design are part of the formula for a great visual advertising campaign and with the right design and strategy, they can steal attention and communicate value propositions in a blink (Vrountas, 2019).

2.2.3 Pathos

Bolatito (2012) stated that pathos or emotional appeal can invoke certain emotional responses to the audience and the outcome of it can be positive or negative, depending on the message it is trying to deliver. The importance of audience awareness is an important element of good writers (Rahmat, 2016). A good piece of writing reaches out to the audience in ways that the author had meant it to be.

- **Tone**

Tone has the potential to affect the audience attitude towards an advertisement and their brands both positively and negatively (Eckler, 2011).

- **Emphasis**

Emphasis is an essential aspect of communication that conveys a variety of information including focus and emotion (Do, 2016).

- **Engagement**

The engagement appeals to the emotion (O'Shaughnessy & O'Shaughnessy, 2004).

2.3 Past Studies in Rhetorical Analysis in News Articles

Past studies from a research article by Mohamad et al. (2017), titled "The discourse analysis on newspaper reports of apostasy cases in Malaysia", focusing on two newspaper reports from News Straits Times (NST) and Malay Mail. Four main keywords were used to identify the reports and were analysed using a discourse analysis approach. Jakim is known as the only government body in Malaysia that is in-charge of Islamic issues and the enforcement of Islamic rules and law. With that credibility, the headline quotes the saying from Jakim "*it's not true at all*" to convince the readers of Jakim's statement. This is one of the rhetoric techniques in the mode of persuasion. Ethos is defined as the credibility establishment in an institution to its audience (Murthy and Ghosal, 2014).

Apart from Ethos, there is also the use of Logos elements by stating the fact together with the date of the official statement in the articles. Logos rhetoric technique "*depends on the statements of evidence, through which accurate conclusions can be drawn*" (Murthy and Ghosal 2014, 251). All these rhetoric appeals will further convince the readers into believing the newspaper report. NST really shows the effort in supporting Jakim as well as devaluing the idea of the Interfaith Commission (IFC). As a pro-government newspaper, NST needs to be in line with the government's stance, which is to maintain the religious harmony in the country, hence, against the idea of the IFC.

Past research from Voci and Weder (2015) that was published in conference paper, titled "Use and Abuse of Sustainability in the Media: A Comparison between Sustainability Rhetoric in Italian, Austrian and German Newspapers" shows the potential of rhetorical theories for media content analysis as well as for further development of sustainability communication as a research area in media and communication studies.

From the analysis, it said that the sustainability discourse is more institutionalized and politicized in Germany; whereas in Austria and Italy it is more "commercialized" and market related because of the dominant role of corporations in the public communication about environmental issues with a relation to the principle of sustainability. Results showed that public communication about sustainability and related issues happens on a rational and factual level and is mainly about information. But a persuading intention can be recognized by corporations and politicians using the "conciliare" component of ethos whereby politicians argue rather with recriminations

and/or guilt rejections; few examples of those persuasion techniques and passionate messages can be found in the news article.

3. Methodology

3.1 Design

By using the rhetorical elements of Ethos, Logos and Pathos, the chosen document was analysed both qualitatively and quantitatively, using the mixed method. This mixed method research relies on document analysis using coding process and counting frequency to build its arguments.

Document analysis or data analysis is a general process of qualitative research which consists of preparing and organizing the data (i.e., text data as in business document, newspaper, articles, transcripts, or image data as in photographs) for analysis, reducing the data into themes through a process of coding and condensing the codes, and representing the data in figures, tables, or a discussion (O'Connor, & Gibson, 2003) in the final procedure of the research.

Coding method in qualitative research is an almost universal analytical process in breaking down data (O'Connor, & Gibson, 2003) because it is conceptualised as a decision-making process, where the context of a particular piece of study must be made within decisions. minority report that is seen just once in a data. Counting may also provide a useful indicator for the importance of a given code in a research. The quantitative findings of this research use counting and reporting the number of times the codes appear in their document/data.

3.2 Sample

For this paper, there are a few criteria on the document selection. Firstly, this document chosen is a United States of America's news article source online. Secondly, this document has the author's name and date of when the news article was being published. Lastly, the document's content text is occupied with the rhetorical elements of Ethos, Logos and Pathos.

Newspapers are considered an authentic material which keeps readers informed about the current issues. They were popular throughout the world as a non-electronic media. Nowadays in this era, they can be found online respectively on their news portals. Newspapers are not only a cheap source of updated information, but also a rich source of linguistic data. (Shahnaz & Imtiaz, 2014). Newspaper articles are composed of differences in opinions and structures. In media research, the notion of newspaper opinion has been approached from different angles. (Elyazale, 2014).

The article chosen touches on the topic of Working From Home (WFH) during the Covid-19 Era. It shares the experiences and feelings of employees who had to change their lifestyles as they are slowly adapting to the new norm which is WFH. Besides the benefit of WFH, they are facing some challenges and need to be improvised.

3.3 Instrument

This paper uses the rhetorical analysis of Ethos, Lagos and Pathos to analyse the newspaper article entitled: Three Hours Longer, The Pandemic Workday Has Obliterated Work-Life Balance. The instruments used are replicated from past studies article "Mekdi" Scary Delivery Ads: The Analysis of Rhetorical Elements (Ibrahim, Wadzir, Saufi and Rahmat, 2019).

Table 1: Rhetorical Elements for Instrument

3.3 Instrument

The instrument used is a table containing three main categories of rhetorical elements: Logos, ethos, and pathos. Each of the characteristics is included in table 1, so it is considered adequate to classify each of the rhetorical elements that appear in the advertisement. The data analysed will be inserted in the table accordingly.

Table 1: Rhetorical elements for instrument

Rhetorical Elements	Characteristic	Evidence from Text
Logos	Clarity	
	Conciseness	
	Arrangement	
Ethos	Credibility	
	Expectations	
	Reference	
Pathos	Tone	
	Emphasis	
	Engagement	

With reference to Table 1 above, the characteristics of Logos, Ethos and Pathos are segregated to show their respective evidence which are visible from the text. Under Logos, the characteristics are "clarity", "conciseness", and "arrangement". Apart from that, "credibility", "expectations" and "reference" falls under Ethos. As for Pathos, the three characteristics are "tone", "emphasis" and "engagement".

3.4 Method Data Collection and Data Analysis

The data can be found on the Bloomberg news website, Bloomberg.com. Bloomberg News or originally Bloomberg Business News is an international news agency headquartered in New York (Wikipedia, 2020).

The analysis was done manually to ensure its validity. A context-sensitive analysis was carried out to showcase the different types of rhetorical elements present in the newspaper article. When analysing the data, words that give out the correct impressions that feature Ethos, Logos and Pathos are categorised accordingly. For example, sentences which contain logic statements fall under Logos. Each element is coded by both researchers and mutually agreed countings or different marks are recorded. The frequency and percentage of both counts were used for analysing the data.

The data was found on the Bloomberg news website, https://www.bloomberg.com/asia. Once the data was collected, textual data records were

compiled according to the categories of Ethos, Logos and Pathos. The data from the newspaper article text were then analysed based on codes and the sub-categories starting with aggregating the text process of data coding. At the end of the data collection process, each of the words coded are categorized to their respective subcategories.

Kaur and Sohal (2019) mentioned that ethos is persuasive in nature as it is regarded as a method of persuasion which establishes credibility in the public's eye (Al-Momami, 2014). Ethos also refers to the personality, or projected character of a writer, including their credibility and trustworthiness. Other examples of persuasive techniques to establish the credibility of the writer are expertise and consistency. According to Bolatito (2012), Logos or logic is an appeal that caters to viewers' logic or reasoning. It requires viewers to rely on their reasoning based on facts, statistics and numbers to derive judgement (Al-Momami, 2014). Therefore, Logos are measured based on clarity, conciseness, and arrangement. Bolatito (2012) stated that Pathos or emotional appeal can invoke certain emotional responses to the audience and the outcome of it can be positive or negative, depending on the message it is trying to deliver.

Table 2: Rhetorical Elements Segmented

Main	Sub-category	Code
Ethos	Credibility	EC
	Expectations	EE
	Reference	ER
Logos	Clarity	LCL
	Conciseness	LCO
	Arrangement	LA
Pathos	Tone	PT
	Emphasis	PEM
	Engagement	PEN

With reference to Table 2 above, rhetorical elements are being segmented into its respective sub-category. They are then further segmentized into codes for a better understanding for readers.

Table 3: Findings Based on Inter-rater Reliability Method

Main Category	Sub-Category	Code	Frequency	Percentage	Total
Ethos	Credibility	EC	1	16%	1
	Expectations	EE	1	16%	1
	Reference	ER	1	16%	1
Logos	Clarity	LCL	1	16%	1
	Conciseness	LCO	0	-	0
	Arrangement	LA	0	-	0
Pathos	Tone	PT	0	-	0
	Emphasis	PEM	1	16%	1
	Engagement	PEN	1	16%	1

With reference to Table 3 above, it shows the interesting findings of this study on the rhetorical appeals in this news article. Davis and Green (2020) wrote the article based on Ethos elements more frequent rather than Logos and Pathos. As stated in table above, the news article covers all sub-categories of Ethos, compared to Logos and Pathos where it only touches on one and two of their sub-categories respectively. The findings were analysed using the inter-rater reliability method which is the level of agreement between raters or judges.

4. Findings

4.1 Ethos
Research Question 1: How can the rhetorical analysis of a news article be characterized in terms of Ethos?

According to Kaur and Sohal (2019), they are persuasive in nature. To measure Ethos in the chosen document, it looks at the subcategories of it which are credibility, reference and expectations. For credibility, Detisch (2019) mentioned that Ethos rhetoric is also invoked to tie a brand to fundamental rights as brands build trust with their audience. As per reference, McKee (2017) stated that reference is an advertisement made to persuade readers by appealing to authority and credibility.

A. Credibility
[1] *"In the U.S., homebound employees are logging three hours more per day on the job than before city and state-wide lockdowns, according to data from **NordVPN**, which tracks when users connect and disconnect from its service."* [Line 23-25]
[2] *"Out of all countries that **NordVPN** tracks, U.S. workers had tacked on the most hours. In France, Spain, and the U.K. the day has stretched an additional two hours, **NordVPN**'s data found. Italy saw no change at all."* [Line 25-28]

Based on the excerpts above, the bolded words are considered as an authority. The author has stated that NordVPN functions by tracking when users connect and disconnect from its service. Therefore, any data produced by NordVPN can be regarded as credible as it is a trustable source with regards to data extracted.

B. Expectations
[1] *"Six weeks into a nationwide work-from-home experiment with no end in sight, whatever boundaries remained between work and life have almost entirely disappeared."* [Line 6-7]
[2] *"With many living a few steps from their offices, America's always-on work culture has reached new heights. The 9-to-5 workday, or any semblance of it, seems like a relic of a bygone era. Long gone are the regretful formalities for calling or emailing at inappropriate times. Burnt-out employees feel like they have even less free time than when they wasted hours commuting."* [Line 8-12]

Based on the excerpts above, it is evident that these are the expectations that one has when they are expected to work from home. The author has also included quotes to show that these are the feelings of those who were interviewed on the topic.

C. Reference

[1] "*Huda Idrees, the chief executive officer of Dot Health, a Toronto-based technology startup, confirms her 15 employees are working, on average, 12-hour days, up from 9 hours pre-pandemic. We're at our computers very early because there's no commute time,*" she said. "*And because no one is going out in the evenings, we're also always there.*" [Line 35-39]

[2] "*Those crammed into smaller quarters are also at a higher risk of developing high blood pressure than colleagues with extra rooms, according to preliminary research by Tessa West, an associate professor of psychology at New York University.*" [Line 89-91]

According to the excerpts as above, the first excerpt shows Huda Idrees as the chief executive officer of Dot Health. The author has quoted her thoughts on what her employees went through when working from home. The second excerpt shows Tessa West, an associate professor of psychology sharing her views on the situation of working from home leads to a higher risk of developing high blood pressure. Having a background in psychology means that it is a reliable reference for this matter.

4.2 Logos

Research Question 2: How can the rhetorical analysis of a news article be characterized in terms of Logos?

According to Bolatito (2012), Logos or logic is an appeal which caters to the readers' reasoning skills. Logos is measured by its clarity, conciseness, and arrangement. Logos requires viewers to rely on their reasoning based on facts, statistics and numbers to derive judgement (Al-Momami, 2014). Clarity means that a message given towards is clear enough for the readers to understand and digest. As for conciseness, a message can be conveyed in a few words but still gets the message through to the readers. Lastly, the arrangement of text, tone and such is crucial to showcase Logos in a sentence.

A. Clarity

[1] "*As of 2017 only 3% of full-time workers in the U.S. said they "primarily" worked out of a home office in a **Census Bureau survey**. Then millions sheltered at home for what was originally thought to be a temporary hiatus.*" [Line 17-19]

Based on the excerpts above, the results mentioned are from the survey by Census Bureau. In 2017, they clarified 3% of full time workers have been working from home.

4.3 Pathos

Research Question 3: How can the rhetorical analysis of a news article be characterized in terms of Pathos?

Majors (2017) stated that Pathos will attempt to evoke an emotional response in the audience. Therefore, feelings and emotions play a big role in detecting Pathos in a certain document. Pathos has three subcategories under it which are namely tone, emphasis and engagement. Tone has the potential to affect the audience by using sounds, descriptions and others. Do (2016) mentioned emphasis on the other hand, is an important aspect of communication that conveys a variety of information including focus

and emotion. Lastly, engagement in Pathos means the emotions evoked which is caused by something that has some inter-relation with the readers.

A. Emphasis

[1] "*Others say they **feel pressure** from bosses to prove they're working, especially as the economy takes a hit and the prospect of layoffs looms.*" Don't get distracted because you are on your own. It is easy to get into bad habits, the lure of the internet, the endless box sets. Just think, would I do this in the office? If it's a no, don't do it," [Line 57-62]

Based on the interviews, workers expressed their feeling; pressure as the bosses don't have a trust on them on doing work from home. Working without supervision, people slightly lose their focus and couldn't complete the task within the time limit and turn out to be unmotivated.

B. Engagement

[1] "*Many mapped out plans to fill time they would've spent commuting to take up new hobbies, like learning a foreign language, baking or getting into the best shape of their lives. It looked like the **beginnings of a telecommuting revolution**.*"

A month and a half later, people are overworked, stressed, and eager to get back to the office. [Line 20-24]

As a result of the current pandemic situation where everyone has to work from home, the telecommunication technologies became a major aspect for us to be connecting with each other. The online education, sharing info and updating personal activities in social media could be of the medium for people to overcome emotional issues.

4.4 Quantitative Findings

Research Question 4: How do the rhetorical elements differ in their frequency of use?

Table 4: The Difference in Frequency of Rhetorical Elements Present in Text

Main Category	Sub-Category	Code	Frequency	Percentage	Total
Ethos	Credibility	EC	1	16%	1
	Expectations	EE	1	16%	1
	Reference	ER	1	16%	1
Logos	Clarity	LCL	1	16%	1
	Conciseness	LCO	0	-	0
	Arrangement	LA	0	-	0
Pathos	Tone	PT	0	-	0
	Emphasis	PEM	1	16%	1
	Engagement	PEN	1	16%	1

With reference to Table 4 above, there is a difference in the frequency of usage of the rhetorical elements. In this paper, it is proven that Ethos has all its sub categories present in the news article. As for Logos and Pathos respectively, Logos has only one of the sub categories which is present, namely clarity. Pathos, on the other hand shows that two of the sub categories, namely "emphasis" and "engagement" are present.

5. Conclusion

5.1 Summary of Findings

Based on the research questions, the most common rhetorical element that was found in the newspaper article was Ethos. Ethos, according to Kaur and Sohal (2019), are persuasive in nature. Logos, on the other hand is an appeal which caters to the readers' reasoning skills as mentioned by Bolatito (2012). Pathos will attempt to evoke an emotional response in the audience (Majors, 2017).

On past research studies by Mohamad et al. (2017), using rhetorical elements in comparison with two news articles from News Straits Times and The Malay Mail regarding apostasy cases in Malaysia showed they have the crusade of their own: Pro-government and pro-apostate. There is another similar research of rhetorical elements found in a news article. Voci & Weder (2015) stated that rhetorical analysis is understood as a method for the analysis of certain text elements, created according to certain rules and with a specific strategy and goal in mind. Its relevance for linguistics and media studies is valued by using the rules not only for the creation of text (like a speech) but for the analysis and interpretation of the text as well (Plett, 2001; Lausberg, 1990). Therefore, using rhetoric elements as an analytical tool implies the definition of the characteristics, rules and goals of a text in order to identify and analyse them in a text.

5.2 Implications/Recommendations

The sample of this news article is short, simple and only has few experiences shared in comparison with the number individuals working from home in actual, and presents only one side of the employment relationship- employees. Perceptions being surveyed during the pandemic can also imply that views might be inflated by fear for the life balance and safety for oneself and loved ones being jeopardized by commuting to work and mingling with others.

Work from home (WFH) can be carried out effectively if both the employer and employee go through it responsibly. Both parties must understand more about the situation that occurs, while providing the best performance possible, even though they are working remotely in different places.

Although many people doubt its effectiveness, WFH is considered the most reliable and effective work order at present. Meanwhile, WFH may be the best way to help efforts to minimize the risk of Coronavirus transmission, and also help ensure that business operations continue to run well.

5.3 Suggestions for Future Research

The news article written by Davis and Green (2020) that was published in Bloomberg online news, was a topic which focused on employees' response regarding work from home norm during COVID-19 pandemic. To conclude, more research is needed on working from home during and after the pandemic. Different data gathering methods are suggested such as interviews and focus groups with line managers, human resource professionals and top managers.

Conflict of Interest Statement

The authors declare no conflicts of interests.

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