

THE ROLE OF INFORMATION SOCIETY IN THE DEVELOPMENT OF FARHANGIAN UNIVERSITY

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ABSTRACT

In this study, we attempted to examine the role of information society in the development of Farhangian University. The research method is descriptive-survey. The population of this study, being 145 people- was consisted of experts, staff and faculty members of Farhangian University of Kerman -in the academic year of 2014-2015. Access was possible to all members of the community and a list of available people was made. Using census methods, 145 people were selected as samples of the study among the staff and faculty members of Farhangian University. A research made questionnaire, having an optimal reliability and validity ($\alpha=0.88$), was used in the study. Since the aim of this study was to evaluate the impact of the information society on the development of Farhangian University, a five-component scale was implemented; planning, organization, command, coordination and control. To test the hypotheses (rejection or acceptance) one- sample t test was used. The results indicated that experts, professors and staff of Farhangian University of Kerman believed that the role of the information society in the development of the university is at an average level in terms of planning and organizing; however, in terms of command, coordination and control, the role of the information society was lower than expected.

Keywords: *information society, Farhangian University, planning, organization, command*

INTRODUCTION

With a glance at the history of human civilization, we can realize that the most ancient records and documentation belonged to Sumerians who carved their messages on stones. The eighteenth century was a turning point in the history of documentation and an important era in Science, Technology and knowledge. The main focus of human attention in the industrial revolution, was on the technology. The connection of science, technology and the special needs to use the latest scientific achievements, created a new knowledge called Information Society (Ghaffari, 2003: 90).

Information society is the knowledge of information, features dominating the flow of information and the tools that prepare and maximize the access to information. The preparation includes a detailed scientific

and documentary breakdown of information, collecting, organizing, storing, retrieving, interpreting, spreading and using of it (Burchinal, 2001).

Indiscriminate and massive increase of information, from 1970 onwards, led to the complex data organization and recording. So the use and access to the information became more difficult, but the development of digital technologies, the production of supercomputers, their speed of information processing, as well as their high capacity solved the problems. Thus, science, computing, storage, retrieval of information and human knowledge united and information society was created. Then, gradually the information society was combined with the concept of communication; by visiting one of the many databases, users were able to access a vast amount of information within just a few seconds. Since the combination of technologies, strategies, information and communication with the issue of technology, another branch of human science or skill was emerged called information society and communication technology (Dawn, 2003). Information society is turned into a powerful force in social, economic and political changes of the world. Many countries and regions of the world are not able to succeed in the development without adhering to the era of information. The potential effects of the information society on countries having digital gaps (the gap between the countries having digital information and those not having this knowledge) is getting more serious (Darliag, 2007). The increased use of information and communication society, results in the rapid expansion of information, in other words, the approaches in the development of the information society, has caused the universities to use the information society (Winglin, 2004).

Generally it can be argued that information society is created to generate effective distant communication, access to information and prevent accumulation and monopolization of information; nowadays the exchange of information in the world is done within a second. Therefore, to prevent backwardness, the educational and training managers need to use the information society, in order to develop and progress (Golmohammadi, 2002: 90).

Currently, many of the efforts made in the field of information society in the public sector, is faced with failure; Because the generation of thought and creativity, creation of harmonious and novel changes require special capabilities in the area of training and information society. The use of guidelines for the employment of information society at Farhangian University needs planning, organization, command, coordination and control (Mertous, 2006).

The educational system requires the management of different educational systems in the area of information society developments; however, Farhangian University (as one of the educational systems) is faced with great responsibility in the issue of education, also formal and informal tasks are handled by this university. Thus, it is realized that this organization plays a key role in advancement of science, management and education. In this regard, the increase in the ability of the educational system and the development and progress of society is very important (Jackson, 2000). Researches show that the educational systems which use the information society in the process of learning and education are more successful. Officials and those involved in educational system who dominate the learning environment can benefit from the information society in curriculum designing and teaching methods (Moses, 2002). Given the objective of this research -the role of information society on the development of the Farhangian University- and emphasizing the impact of the information society on education systems, we realize that the use of this technology results in the training guides for the development of Farhangian University (whose goal is to provide excellent training services). Thus it is necessary to provide facilities for the use of information society, otherwise the survival of the organization will face serious threats.

METHOD

This research is a descriptive survey study and given that descriptive studies, consider attitudes and viewpoints, the researchers have used the assumptions of descriptive studies to survey the samples. In the

current study the survey method is used as the most appropriate design to examine the experts of Farhangian University.

THE POPULATION, SAMPLING

The population of this study, being 145 people- was consisted of experts, staff and faculty members of Farhangian University of Kerman -in the academic year of 2014-2015. Access was possible to all members of the community and a list of available people was made, so the population is finite. Using census methods, 145 people were selected as samples of the study among staff and faculty members of Farhangian University.

THE INSTRUMENTS OF THE STUDY

A research made questionnaire was used in the study to evaluate the impact of the information society on the development of Farhangian University of Kerman. The questionnaire consisted of 30 questions measured by the Likert scale (very high, high, medium, low and very low), and consists of 5 sub-scale; planning, organization, command, coordination and control. The validity was obtained by a pilot study of 30 samples (experts, staff and faculty members) and the use of Cronbach alpha 0.87; also in the final run the amount of Cronbach alpha was 0.88 which indicated the high validity of the study. Finally, the one sample t was used compare experimental and theoretical average ($18 = \mu$).

Findings

In this section we have tested the questions and objectives study and offered the related tables obtained by t- test:

1. What is the role of information society in the development of Farhangian University?

Table1. The role of information society in the development of Farhangian University

Theoretical mean	Experimental mean	t	Degree of freedom	Significance level
18	17.80	01/2	144	0.037

According to the t, there is a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean is lower than the theoretical mean, so, based on the samples, the role of information society on the development of Farhangian University was below the average.

2. What is the role of information society in the planning of Farhangian University?

Table2. The role of information society in the planning of Farhangian University

Number	Item	Theoretical mean	experimental mean	t	Degree of freedom	Significance level
1	Identification and development academic goals	18	75/17	- 2.08	144	0.040
2	Identification and development of curricula	18	16/18	1.34	144	0.071
3	Appropriateness and adaptation of the objectives of curriculum and syllabus	18	02/18	0.23	144	0.089

4	Application of Principles and Techniques	18	65/17	- 1.32	144	0.090
5	Facilitation and development of the course plan	18	83/17	- 0.71	144	0.375
6	Appropriate use of models of teaching - learning	18	97/18	3.50	144	0.001
total	planning	18	64/18	- 0.50	144	0.214

According to the t, there isn't a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean and the theoretical mean are equal, the role of information society on the development of Farhangian University was average in the dimension of Planning.

3. What is the role of information society in the organization of Farhangian University?

Table3. The role of information society in the organization of Farhangian University

Number	Item	Theoretical mean	experimental mean	t	Degree of freedom	Significance level
7	Reduction of labor costs	18	18.09	0.71	144	0.0475
8	Reduction of the cost of consumables such as paper	18	18.28	2.10	144	0.037
9	Reduce the cost of Educational Equipment	18	18.84	2.74	144	0.007
10	Efficient use of space	18	18.08	0.69	144	0.486
11	Efficient use of educational calendar	18	18.24	2.01	144	0.048
12	Acceleration in the recruitment of specialists	18	17.83	- 1.27	144	0.205
total	Organizing	18	05/18	0.78	144	0.435

According to the t, there isn't a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean and the theoretical mean are equal, the role of information society on the development of Farhangian University was average in the dimension of organization.

4. What is the role of information society in the commanding of Farhangian University?

Table4. The role of information society in the commanding of Farhangian University

Number	Item	Theoretical mean	experimental mean	t	Degree of freedom	Significance level
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13		18	17.17	1.25	144	0.271
14		18	16.69	- 0.30	144	0.563
15		18	16.24	- 1.43	144	0.054
16		18	17.37	- 3.60	144	0.001
17		18	16.60	- 4.02	144	0.002
18		18	17.83	- 1.27	144	0.205
total		18	17.80	- 1.88	144	0.063

According to the t, there isn't a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean and the theoretical mean are equal, the role of information society on the development of Farhangian University was below the average in the dimension of commanding.

5. What is the role of information society in the coordination of Farhangian University?

Table5. The role of information society in the coordination of Farhangian University

Number	Item	Theoretical mean	experimental mean	t	Degree of freedom	Significance level
19	Adaptation of individuals with organizational goals	18	16.99	0.01	101	0.999
20	Identification of long-term goals	18	15.70	2.27	144	0.035
21	Facilitating the creation of strategic management	18	17.65	- 2.57	144	0.021
22	Increasing unity between the human resources	18	16.48	- 5.77	144	0.041
23	purpose orientated human resources activities	18	17.70	- 4.25	144	0.005

24	Reduction of contradictions between the personal goals and objectives	18	17.88	-0.88	144	0.280
total	Coordination	18	17.71	-3.01	144	0.003

According to the t, there is a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean is lower than the theoretical mean the role of information society on the development of Farhangian University was below the average in the coordination dimension.

6. What is the role of information society in the control of Farhangian University?

Table6. The role of information society in the control of Farhangian University

Number	Item	Theoretical mean	experimental mean	t	Degree of freedom	Significance level
25	Identification of the organizational performance	18	18.73	-2.10	144	0.037
26	Identification of the teachers	18	18.36	3.52	144	0.001
27	Identification the executives	18	18.31	2.84	144	0.005
28	Clarity in job description	18	18.36	3.23	144	0.002
29	Compilation of organizational chart, Gantt chart	18	18.33	3.02	144	0.003
30	Direct and indirect supervision on students' learning	18	18.22	1.63	144	0.105
total	control	18	18.45	2.46	144	0.015

According to the t, there is a significant difference $\alpha=0.05$ between the experimental mean the theoretical mean. Since the experimental mean is higher than the theoretical mean the role of information society on the development of Farhangian University was higher than the average in the control dimension.

DISCUSSION AND CONCLUSION

Present era is a combination of communication and information. An era in which human beings need knowledge and communication more than ever. Nowadays, with the possession of advanced information and communication technologies, the rapid establishment of communication and exchange of information has been possible. People can get the latest information wherever they are. But undoubtedly, the greatest impact on learning environments has been the emergence of information and communication technologies. The use of information and communication technology in education has led to the virtual learning environment. This causes the communication of people in the form of teaching and spreading of knowledge be possible through computers. The present study investigated the role of information society in the development of Farhangian University. One sample t test was used to investigate that role from the viewpoints of experts, staff, and faculty members. The results showed that the role of information society in the development of Farhangian University in the dimensions of organization and planning was at an average level, this is consistent with the results of the investigations of Shabani (2003) and Ghafari (2004); they investigated the role of information technology in the development of the educational system. But the role of information society in terms of command, coordination and control is lower than the average. Due to the low indicators of the Information Society at the University of Farhangian, it is recommended that officials and managers take advantage of information society indicators in education, research and patterns of teaching and learning to finally reach the concept of culture building in the society.

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