Studying Influence of Media on Social Responsibility in Iran Public Organizations

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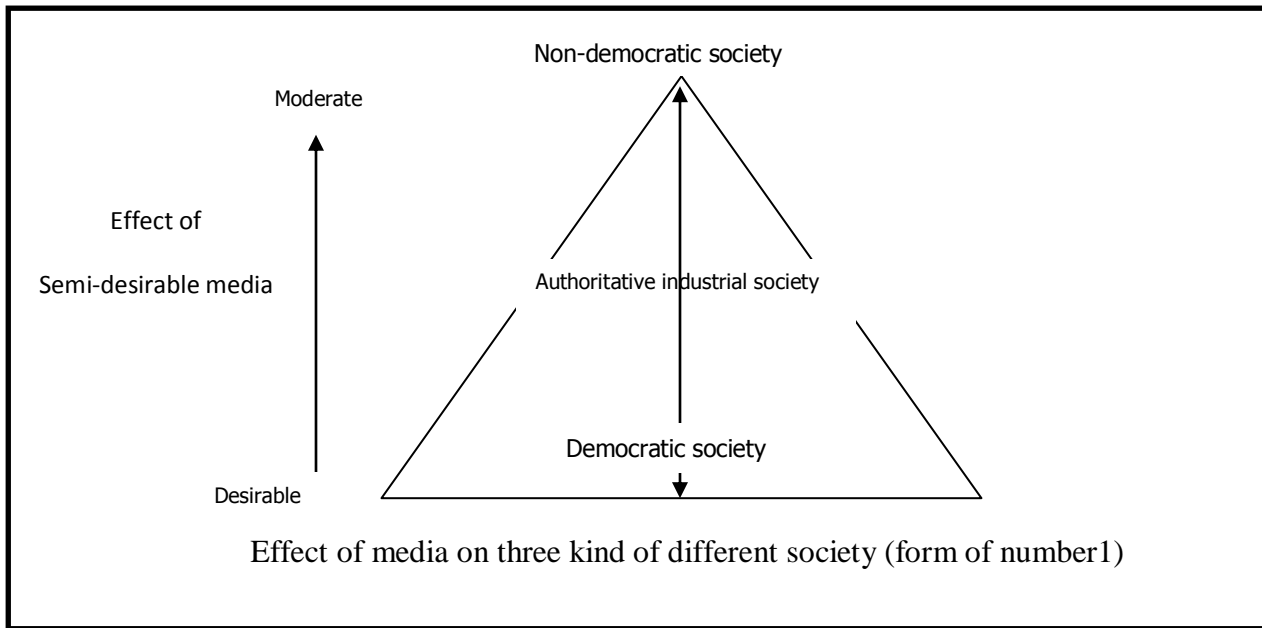[2]Islamic Azad University- Center Tehran branch - Iran

Abstract

Social responsibility and its related issues are one of the major concerns of organizations in public and private organizations. Degradation of behavior standards and ethics in organizational performance mainly known as "social responsibility" is the main reason to search for theoretical and practical milestone in order to plan for a proper practical route for Iran Public organizations. After launching preliminary and complementary studies, we raised the question. How is the influence of mass media in increasing the social responsibility in Iran public organizations? The results indicated that on scientific basis, the mass media has a great and significant influence on increase of social responsibility in Iran public organizations but practically this issue is not seriously taken into consideration.

Key words: Media, Social responsibility, public organizations.

Introduction

Mass media as one of the effective factors important social behavior of the right and adjustment by the government will be introduced. At the beginning third industrial revolution of the 1980 s as it continues to this change, this evolution call third wave. Buchoulz effective mass media on organizations, especially public sector organizations makers' explicitness metaphor "Fishbowl" justification. Most of the people haven't any pictures Precise from public organizations, because the mass media have expertise and tools, they can be appropriate observations of behaviors little and massive governmental organizations to create a policy in the organization of moderate gray are just. However the society more democratic this role can be more colorful display. Trait that today knows communities as well as to the ideal uses it. This issue can be show in the form of (number 1).

Non-democratic society

Moderate

Effect of

Semi-desirable media

Authoritative industrial society

Democratic society

Desirable

Effect of media on three kind of different society (form of number1)

In connection with the laws and regulations in line with prevention of such unconsidered and unhealthy behavior has been compiled, can be the first laws in this regard to the law to relevant administrative discipline and order in the government to about 56 years ago. In the first 1334 in this case under the title "administrative court" responsible for investigating and taking care of the immoral behavior, the violations and crimes level employees in government ministries and organizations. This courts to the Islamic revolution existed. After the revolution has received five laws passed in this regard and parallel to the corresponding three laws enacted. Medley governmental system so the rate of administrative system with political and ideals, can the government to be a big obstacle in the way to achieve predicted that in the constitution. Inability to large extent governments in fighting with the backwardness and lack of development to lack of personnel authorized, trusty, responsible moral relationship and the realization of the development plans to float into fantasy. But what is at least countries of the world political history contemporary shows, this is a democratic systems and the national aspirations and human communities have been to have tried to prosperity, development and progress true for his nation, but the organization for its proper and competent action proposal as life's and contrary to his ideals are reaching the goals in his human have been beaten.

Public health promotion organizations of the pillars of establishment of sustainable development, doing exactly the right works for a society that would be equipped with healthy state organizations. Healthy organizations, moral nation would be able to decision right are favorite. As the healthy children by providing necessary facilities missus graham can grow to stage of development and physical reach intellectual development, healthy organizations, they shirk delighted as soon as possible Dynamic Forces with the necessary facilities and can be enough growth and development of services through you afford healthy and valuable, it needs security environment and to facilitate the growth process and return to their society dehiscence.

Natural to expect the government organizations healthy nation providing legitimate needs of the society and underlining s. The official organizations and moral can society towards the prosperity and success. Therefore we may believe that the power of healthy human and moral of the main pillars of creating healthy and successful organizations is healthy and organizations of the main pillars of a successful societies and developed in.

Question explanation

"What the amount of the media in scientific promotion of social responsibility in the government's attention has been?''

Research background

Research in the year 2009 by the Organization of ethics and business was done showed 79% of the participants a media of effective factors in the promotion of social responsibility organizations have considered. Respondents a media as the most important factor in social behavior transparency organizations for all people have considered . Pratchett in a research in the year 2004, he reached the conclusion that the government services for responsible behavior must be based on accountability, fidelity employees, existence of mass feeling of the employees and managers, encouraged the appropriate stimulation in the employees, job security and conduct the circuit. Research by Azad University of Management in England in the year 2001, show social responsibility public organizations must be based on; courtesy and manners with customer, impartiality, honesty, devotion, temptation, to be formed. Research in 1996 by(OECD), shows the extent of the public organizations to his society responsibly strictures the amount of people's investment in the governmental increases.

Research Model

In the form (number 2) social responsibility as dependent variable and the media as variable independent has been shown. The 8 factors of media can be observed.
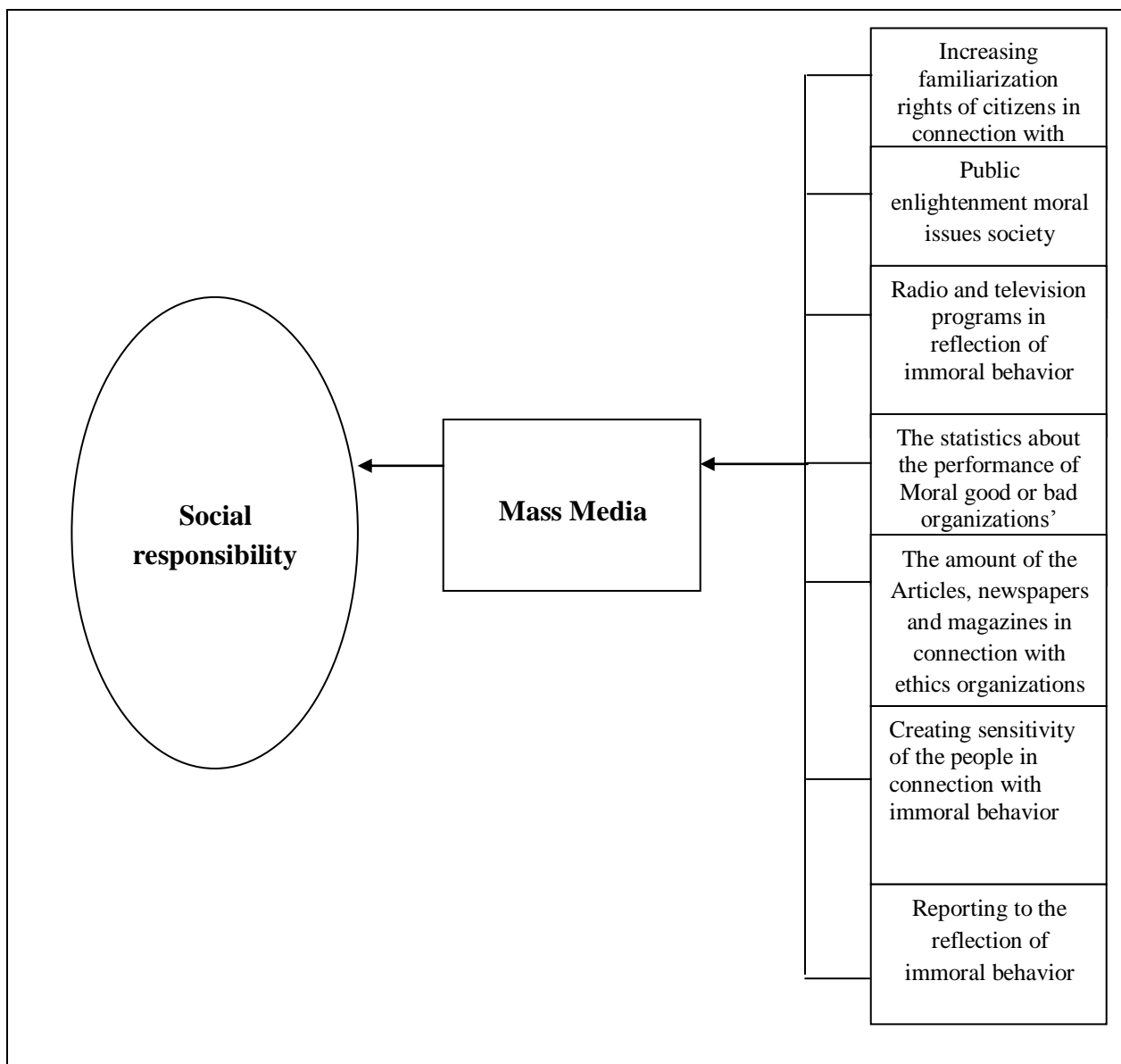
Place realm research

This research is limited to place ministries of Iran.

The theory of research

1) The mass media to the promotion of social responsibility by the government has a positive.
2) The amount of the importance of mass media of scientific view and the amount of employing the promotion of social responsibility in public organizations are exist.

The Statistical society and the volume of the sample

The Statistical society is country ministries, With regard to the fact that the measurement and evaluation study deputies ministries formed, for this reason for choosing the volume of example; the statistical society used the undersecretaries. With regard to the volume of statistical society which is equal to them with 154 people, was elected as an example of a **Kokran** formula. This is general formula of **Kokran:**

$$n = \frac{N.t^2.s^2}{N.d+l^2.s^2} \quad , \quad n = \frac{(154)(1/96)^2(0/25)^2}{(154)(0/05)^2+(1/96)^2(0/25)^2} = \frac{37}{0/62} = 59/6$$

Therefore, the volume of the samples would be equal with 59/67, with access to 60. Of course it is noteworthy that 75 questionnaire was distributed to the number of 54 questionnaire returned. This issue in the table (number 2) can be observed.

Row	Ministry name	The number of the deputies	The number has been distributed questionnaire	The number has been returned questionnaire
1	Education	7	5	4
2	Culture and Islamic Guidance	7	4	3
3	Foreign Affairs	8	4	3
4	Economic and assets Affairs	8	6	5
5	Commercial	8	3	-
6	Health and Treatment	7	6	5
7	communications	5	-	-
8	The road and transportation	13	4	3
9	Industries	6	4	3
10	Ministry of science and research and technology	8	3	2
11	Labor	9	6	4
12	The Management and Planning Organization	14	5	4
13	Interior ministry	7	3	-
14	Housing and Urban Development	8	4	3
15	Oil ministry	11	5	4
16	Energy	7	-	-
17	Justice	5	3	3
18	Cooperation	5	3	2
19	Ministry of Agriculture Jihad	11	7	6
total	-	154	75	54

Table(2) The Statistical society and the volume of the sample

Credit and Validity questionnaire research

In this study, the two methods of content credit and workforce credit have the ability to measure the amount of credit measuring tool use.Content for the validity of the average and Standard Deviation was using the average (M) 4/27 and Standard Deviation (originate) that is 0/86. In the method of workforce credit, used as analysis factor that in under a separate each of the factors public media is shown. Analysis done as a factor in connection with the criteria of the components of the media as effective factors social responsibility indicates that with regard to the measurement of KMO(0/73), eight mining factor has been able to explain 0/73 percent of variables changes related to the media and so do factor analysis on the appropriate. Also on the basis of test **Bartlet**(1878/19) also matrix solidarity intended a matrix and the same unit was not relevant variables and the connection suitable solidarity with each other.Table (number 3) also indicates this is the result:

Row	Factors	Statistics
1	Reports of reflects immoral behavior	**0/53**
2	Character education through the media	**0/54**
3	Announcing the statistics related to bad or good character organizations	**0/52**
4	Create sensitivity public opinion in relation with immorality behaviors	**0/72**
5	The radio, television in reflection of immoral behavior	**0/65**
6	Public enlightenment moral issues society	**0/78**
7	Increasing familiarization rights of citizens in connection with organizations'	**0/74**
8	The amount of the Articles, newspapers and magazines in connection with ethics organizations	**0/69**

Table (3)Analysis calculated variables recognition factor for the public media

Reliability measuring tool

One of the best method of measuring reliability measuring tool use formula of **Alfa Kronbakh**.
Result of **Alfa kronbakh** test for media components is 0/76 that shows suitable means of measuring the reliability.

Methods and techniques analyze the theory research

In this research and analysis to conclude the numerical test of solidarity, parameter test, associate (test meaningful difference between the average score of the media onsocialresponsibility organizations) non-parameter F test (to test meaningful difference between the average score of the factors) non-parameter Friedman's test (to test meaningful difference between the average ranking factors of the media), diagnosing analysis (Prediction of changing of dependentvariableby independent variable ofmass media) has been used.

Described as factors of the influential public media on social responsibility

Table (5) the distribution of many factors of the importance of mass media of public opinion that with regard to the response has been achieved, more than half of the participants 57/4 percentequivalent to (31persons) were reports of immoral behavior reflection of great importance. While the 25/9 percent (14 persons) on very much importance, 13/5 percent (7 persons) onaverage importance have emphasized.

The importance ofbehavior education through the media as next factor that is 57/4 percent (31 persons) of the participants have suggested that this factor for them of great importance, 27/8 percent (15 persons) were very much importance, of the importance of 13 percent (7) average importance and ultimately 1/9 percent (1person) the importance of little importance.

More than half of the participants 55/6 percent, equal to (30 persons) have announced that the statistics about the performance of bad or good for their moral organizations' of great importance should be in the meantime 27/8 percent (15 persons) on very much importance have emphasized. More than half of the participants 57/4 percent equivalent to (31 persons) were next on the factor, the creation of sensitivity of the people in connection with immoral behavior of great importance to have considered 24/1 percent (13 persons) were also thevery much importance, 14/8 percent (8 persons) the average importance of factor have emphasized.

The radio and television in reflection of immoral behavior with regard to the findings, 44/4 percent (24 persons) the great importance, equivalent to 38 percent (21 persons) the very much importance, 14/8 percent (8 persons) average importance.

Enlightenment public issues and moral society, a factor was next thatin 44/4 percent (24 persons) were great importance, 42/6 percent (23 persons) very much importance, 11/1 percent (6 persons) average importance. Increasing familiarization rights of citizens in connection with organizations, in more than half of the participants 53/7 percent equivalent of (29 persons) very much importance, 42/6 percent (23 persons) great importance,3/7 percent (2 persons) average importance.

More than half of the participants, 51 percent equivalent to (28 persons) that the amount of the Articles, newspapers and magazines in relation to their organizational character of great importance and in the meantime 27/8 percent (15 persons) on very much importance and 16/7 percent (9 persons) average importance and ultimately 3/7 percent (2 persons) little importance confessed. In total can be said that more than half of the participants 57/4 percent equivalent to (31) on the great importance of public media have emphasized.

Results of Friedman's test for meaningful test difference between the average ranks among the factor of the public media

Theory H_1**:**meaningful statistical difference exists between the average ranking factors of the public media.
Theory H_0**:** meaningful statistical difference hasn't existed between the average ranking factors of the public media.

With the attention amount of $(62/92)X^2$ we should accept that meaningful statistical difference between the average ranking factors components related to the public media is 0/99 and level of error of less 0/01 there(theory H_1 will be accepted).This is the result we guide in this direction that at least one of the factors related to the public media of scientific importance with other factors are different.In a way that the factor of the importance of increasing familiarization with the rights of citizens in connection with the organization is highest average (5/56) and the factor of the importance of the reflection of immoral behavior also the lowest average (3/96) in the importance of the scientific has allocated. Otherfactors exist in the
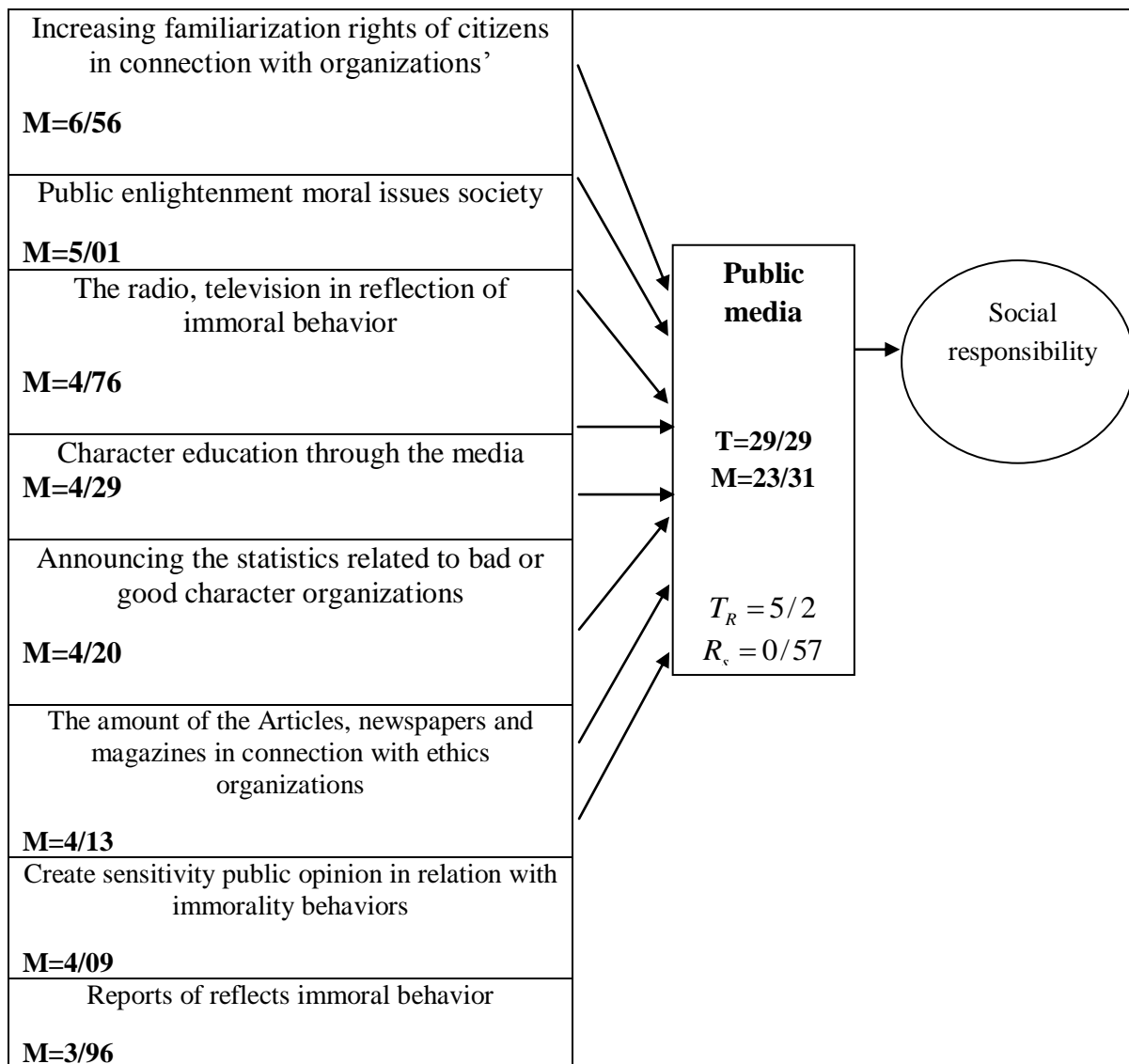
$$X^2 = 62/92 \ df = 7 \ p \leq 0/00 < a = 0/05$$

Increasing familiarization rights of citizens in connection with organizations' **M=6/56**		
Public enlightenment moral issues society **M=5/01**	**Public media**	Social responsibility
The radio, television in reflection of immoral behavior **M=4/76**	**T=29/29** **M=23/31**	
Character education through the media **M=4/29**		
Announcing the statistics related to bad or good character organizations **M=4/20**	$T_R = 5/2$ $R_c = 0/57$	
The amount of the Articles, newspapers and magazines in connection with ethics organizations **M=4/13**		
Create sensitivity public opinion in relation with immorality behaviors **M=4/09**		
Reports of reflects immoral behavior **M=3/96**		

Table (number7) summary of statistics results of components and factors of public media

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