



Educational Need Assessment of the Staff in Broadcast Corporation, Political Department

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Abstract

The aim of this study is educational need assessment of the staff in Broadcast Corporation, Political Department during first 3 months of 2013. Research model of this study is adopted from Barbazbette model whose barriers include physical, emotional, and rational types. Each of these levels may occur in personal, environmental, or informatics dimensions. To gather data, library, field, and survey methods were used. To analyze data, t-test and Friedman test were used. Based on the results, personal barriers with dimensions of knowledge and motivation, environmental barriers with dimensions of methods and trends, and bonus influence the performance of the staff at high level. While, personal barriers with dimension of ability, environmental barriers with dimensions of resources, duty expectations, and informatics barriers with two aspects of mission and current information are at low level.

Keywords: Professional need assessment, personal barrier, environmental barrier, informatics barrier.

Introduction

Developing human resources as a plan for continuous progress which emphasizes a wide area of skills, abilities, and group human needs is an important factor of economic development in every society. Some economists have concerned this issue in their works. In the past, the main thought was that only physical capital development leads to economic growth. But, gradually the importance of human resources exceeded them and caught the attention of investors. The considerable point was that difference in human resource could create considerable differences in economic growth in various times and places. Among these differences, education and skills of work force, ownership structure, infrastructure quality, cultural tendency in employer and work and etc can be referred¹. The significant point is that knowledge, skill, and expertise are main factors in productivity of work force. It is not far from reality that one experienced employee can be more useful in production processes than 5 simple and inexperienced staffs. Thus, tendency to quality increase of work force is an important goal of economic societies; as a result, many have invested on human resources. Most of these investments are through in-training education. Correct implementation of educational processes necessitate need assessment, planning, execution, evaluation, efficiency, and consistency of these processes which guaranty empowerment of human forces in an organization. Need assessment is cornerstone of these processes. By correct need assessment, other processes are more accurate with higher confidence. Thus, this study aims to conduct an educational need assessment of the staff in Political Department of Broadcast Corporation. Research model of this study is adopted from Barbazbette model² whose barriers include physical, emotional, and rational types. Each of these levels may occur in

personal, environmental, or informatics dimensions.

Problem statement: Need assessment is an inseparable part of educational planning and optimization system of human resources. If it is planned correctly, it can become an important strategy for making education effective to guaranty productivity of the organization. As long as need assessment is not exercised correctly, any attempt for education can be useless and cost-bearing. About 50 billion \$ is spent on formal education and 90-120 billion \$ is devoted to informal education in USA³. The guaranty of this enormous cost is correct planning based on the needs. Based on the report of Merit Systems Protection Board of USA (1991) to President and Congress, despite spending heavy costs for developing human resources in federal government, 4.1 billion \$ and 2.2 million educational events in Feb of 1991, because of the incorrect methods of need assessment, the lack of proper trends for confidentiality of information gathering methods, many of educational needs are not provided so expected efficiency is not yielded. We are usually hasty in evaluating needs and developing human resources. But, we are very cautious about capitals and other operational costs. This caution is necessary for developing human resources and determining educational needs. If organizations do wrong in recognizing needs, post-educational goals will not be achieved. Thus, one factor which increases efficiency of staff education is selecting an accurate method for educational need assessment. This method differs regarding organizations' width, strategies, and managers' perspectives. Thus, a similar method can't be executed or recommended in different organizations. Therefore, this study attempts to conduct an educational need assessment of the staff in Political Department of Broadcast Corporation.

Literature review: Chow conducted needs assessment of the knowledge, skills, and use of finance competencies by practitioners of human performance technology in ISIP in Maryland with a sample of 67 people, using questionnaire and t-test. He concluded the following needs as essential for the sample:

Understanding face-to-face relationships in work force, Connection between theory and practice, Building experiences based on the researches, Finding new areas⁴.

In a study titled "Analyzing and measuring educational needs: Case study of industrial factories of Malaysia", Abdullah studied industrial companies in Malaysia and 366 companies as a statistical sample, using questionnaire and interview with t-tests. He found that:

92% of big industrial factories conduct need assessment for developing human resources., 73.3% of big industrial factories exercise need assessment once a year. Over 60 % of small industrial factories exercise need assessment for developing human resources. 39.4% of small industrial factories exercise need assessment annually⁵. In another study titled "Measuring educational and organizational needs of staff in psychiatric hospital of NHS" on 72 staff and 32 patients, using questionnaire, interview, observation, and statistical statistics, Milne and Roberts found that a systematic approach is required for educational need assessment of that organization⁶.

In an attempt for need assessment of Renault and Sparks of Nevada companies' staff regarding business skills, Wallace and Elisabeth examined a sample of 399 people using researcher-made questionnaire and descriptive statistics. They concluded that present educational programs of the organization help improvement of organizational goals. One out of six statistical methods showed that before-service education is not important. It was finally clarified that the items such as high school diploma, organizational skills, vocabulary readiness, providing elementary supports, spelling skills, math skills, and writing skill should be supported⁷.

For the educational need assessment of engineers in Pars Oil Department based on work grouping and offering effective educational patterns, Hoseini examined a sample of 50 personnel in 24 vocational field and 3 management areas with two general and technical questionnaires and descriptive and referential statistics (via Wilkacson method). For prioritizing needs, Friedman test was used. Based on the results, there was no need in case of general skills except for research and development management. In managing oil, gas, and operations, the needs of general skills were identified and prioritized. Then, technical skills in all vocational groups were identified and prioritized. Finally, an effective educational program was identified and prioritized for meeting mentioned needs⁸.

Using survey method, Hasanzadeh identified educational needs

of intermediate managers of Irankhodro automobile factory and its complementary complexes in 3 areas of development, complementation, and problem solving. Statistical population included all managers of Irankhodro automobile factory with 514 people from which 220 managers were selected using random sampling techniques. Information was gathered using a researcher-made questionnaire. To analyze data, descriptive and referential statistics, independent t-test, one-way variance, and Tukey test was used⁹. The following results were achieved:

Educational needs of the professions were recognized, identified, and prioritized. Dominance amount of professional standards was measured. Educational attendants in different periods were identified to facilitate educational planning. Educational needs were identified in under-study jobs.

In an attempt to analyze needs of Piece-manufacturing Company and offering an optimum pattern for it in a sample group with 240 people using a researcher-made questionnaire with statistical methods such as mean, standard deviation, standard error, and confidence interval, Ebrahimi concluded the following results: Operational personnel of technical and engineering units have low information about product edit, CATIA software, and industrial map reading. Operational personnel of quality unit need SAPCO requirements, statistical process control of SPC, and assessment of MSA measurement systems more than other periods. They are familiar with them at intermediate level. In case of industrial safety and hygiene, personnel need industrial health care trainings, and emergency education; because, they are familiar with them at low level. Based on the findings, general education (language and computer) have higher priority compared with other periods (such as technical and engineering period). In case of general trainings, there is more need to English language. Since, Familiarity of personnel with that is at low level. Proper pattern for determining educational needs is responsibility assessment pattern and knowledge-skill requirements¹⁰.

Najafabadi analyzed educational needs of managers in Iron-melting Corporation in Isfahan regarding three management skills (perceptual, human, and technical). Statistical population of the study included assistants, intermediate managers, and their subordinates. Using Morgan table-6 assistants, 46 intermediate managers, and their 155 subordinates were selected as the sample. To gather information, a researcher-made questionnaire was used. To analyze data, descriptive statistics, and one-group t test and independent two group t-test, one-way variance, and Tukey test assessment were used.

Based on the results, the need to human skills is more than perceptual skills which is more than the need to technical skills. Educational degree and job records don't impact determining perceptual and human skills but the degree of subordinates is effective in technical skills. At the end, determined skills were prioritized¹¹.

Zamani examined need assessment of intermediate managers of

Iron-melting Company in Isfahan to offer an effective pattern with 52 personnel, using researcher-made questionnaire and analyzing jobs and document studying via descriptive statistical methods and t-test. The following skills should be improved: Skills of group work management and creating the grounds for cooperation at work. Skills of planning in technical and professional affairs. Educational skills of staff and creating the grounds for development of subordinates. Skills of effective communication with employees. Skills in delivering authorities and responsibilities to subordinates. Skills of political assessment and using proper opportunities. Ability of economic and financial assessment using proper opportunities¹²

Hypotheses: Personal barriers in the performance of employed staff in Political Department of Broadcast Corporation are at low level: Personal barriers regarding ability dimension in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Personal barriers regarding motivation dimension in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Personal barriers regarding the dimension of knowledge in the performance of employed staff in Political Department of Broadcast Corporation is at low level.

Environmental barriers in the performance of employed staff in Political Department of Broadcast Corporation are at low level: Environmental barriers regarding the dimension of resources in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Environmental barriers regarding the dimension of bonus in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Environmental barriers regarding the dimension of trends and methods in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Environmental barriers regarding the dimension of duty expectation in the performance of employed staff in Political Department of Broadcast Corporation are at low level.

Information barriers in the performance of employed staff in Political Department of Broadcast Corporation are at low level: Information barriers regarding mission dimension in the performance of employed staff in Political Department of Broadcast Corporation are at low level. Information barriers regarding current information in the performance of employed staff in political department of Broadcast Corporation are at low

level.

The model of this study is adopted from Barbazette model, consisting of physical, emotional, and rational groups that can occur at personal, environmental, and informatics levels¹.

Statistical population included all 1170 personnel in Political Department of Broadcast Corporation. Using Morgan Table, 251 people were selected as the sample. This study uses survey approach. To gather data, a researcher-made questionnaire was used. Then, using Excel sheets, the data was calculated and classified. To test hypotheses, SPSS software was used.

Methodology

This study is descriptive using survey approach with applied goals; because, its results are going to be used in Political Department of Broadcast Corporation.

Data gathering method: To gather data, library method was used. To test hypotheses, survey and questionnaire distribution were utilized. To analyze data, descriptive statistics and one sample t-test were used.

Hypothesis test and results: This section tests research hypothesis via one-group t-test.

H1 test: To test H1, we examined if the employees opinion about personal barriers in the performance of Political Department in Broadcast Corporation is above average. For this purpose, we used mean difference; in case it is above average, the hypothesis will be rejected. Otherwise, if it is below average, it will show that personal barriers in the performance of staff in Broadcast Corporation are at low level. The results of H1 test are shown in table-1.

As seen in table-1, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value is negative, maximum value is positive, and significance level is above 0.05, personal barriers in the performance of staff in Broadcast Corporation are at high level. This hypothesis has 3 alternative hypotheses which will be examined in the next section.

Results and Discussion

Results of testing H1a: Results of testing H1a (personal barriers regarding ability dimension) are shown in table-2.

Table-1
The results of H1 test

Variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
Personal barrier	-0.98	250	0.333	-.09333	-0.2853	0.987

As seen in table 2, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are both negative and significance level is above 0.05, personal barriers in the performance of staff in Broadcast Corporation are at low level.

The results of testing H1b: The results of testing H1b (personal barriers regarding motivation dimension) are shown in table-3.

As seen in table-3, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are both positive and significance level is above 0.05, personal barriers in the performance of staff in Broadcast Corporation regarding motivation dimension are at high level.

The results of testing H1: The results of testing H1c (personal barriers regarding knowledge dimension) are shown in table-4.

As seen in Table-4, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value is negative and

maximum value is positive and significance level is above 0.05, personal barriers in the performance of staff in Broadcast Corporation regarding knowledge dimension are at high level.

The results of testing H2: To test H2, we examined if the employees' opinion about personal barriers in the performance of political department in Broadcast Corporation is above average. For this purpose, we used mean difference which if it is above average, the hypothesis will be rejected. Otherwise, if it is below average, it implies that personal barriers in the performance of staff in Broadcast Corporation are at low level. The results of H2 test are shown in table-5.

As seen in table-5, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value is negative and maximum value is positive and significance level is above 0.05, environmental barriers in the performance of staff in Broadcast Corporation are at high level.

The results of testing H2a: The results of testing H2a (environmental barriers regarding resources dimension) are shown in table-6.

Table-2
T-test results of H1a (personal barriers regarding ability dimension)

variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
personal barriers-ability dimension	-0.57	250	0.211	-1.2097	-0.5486	-0.3843

Table-3
T-test results of H1b (personal barriers regarding motivation dimension)

variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
personal barriers-motivation dimension	-0.22	250	0.107	-1.8342	-0.6391	0.9274

Table-4
The results of testing H1c (personal barriers regarding knowledge dimension)

variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
personal barriers-knowledge dimension	-0.46	250	0.418	-0.1194	-0.3527	0.7932

Table-5
The results of testing H2 (environmental barriers)

variable	value t	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
environmental barriers	-0.77	250	0.593	-0.4924	-0.4924	0.9119

As seen in table-5, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need

assessment. Since, the minimum value is negative and maximum value is positive and significance level is above 0.05, environmental barriers in the performance of staff in Broadcast Corporation are at high level.

The results of testing H2a: The results of testing H2a (environmental barriers regarding resources dimension) are shown in table-6.

As seen in table-6, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are both negative and significance level is above 0.05, environmental barriers regarding resources dimension in the performance of staff in Broadcast Corporation are at low level.

The results of testing H2b: The results of testing H2b (environmental barriers regarding bonus dimension) are shown in table-7.

As seen in table-7, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value is negative and maximum value is positive and significance level is above 0.05, personal barriers in the performance of staff in Broadcast

Corporation regarding bonus dimension are at high level.

The results of testing third H2b: Results of testing H2c (environmental barriers regarding trends and methods dimension) are shown in table-8.

As seen in table-8, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value is negative and maximum value is positive and significance level is above 0.05, environmental barriers regarding trends and methods dimension in the performance of staff in Broadcast Corporation are at high level.

The results of testing H2d: Results of testing H2d (environmental barriers regarding duty expectation dimension) are shown in table-9.

As seen in table-9, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are negative and significance level is above 0.05, environmental barriers regarding duty expectation dimension in the performance of staff in Broadcast Corporation are at low level.

Table-6

T-test results of first alternative hypothesis of H2 (environmental barriers regarding resources dimension)

variable	value t	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
environmental barriers resources dimension	-0.57	250	0.211	-1.2097	-0.5486	-0.3843

Table-7

T-test results of second alternative hypothesis of H2 (environmental barriers regarding bonus dimension)

variable	value t	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
environmental barriers bonus dimension-	-0.34	250	0.114	-1.8465	-0.6234	0.8776

Table-8

Results of testing H2c (environmental barriers regarding trends and methods dimension)

variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
environmental barriers -trends and methods dimension	-0.46	250	0.418	-0.1194	-0.3527	0.7932

Table-9

Results of testing H2d (environmental barriers regarding duty expectation dimension)

variable	t value	df	Sig	Mean difference	95% confidence level for mean differences	
					min	max
environmental barriers - duty expectation	-0.33	250	0.312	-0.1254	-0.7342	-0.2546

Results of testing H3: To test H3, we examined if the employees' opinion about informatics barriers in the

performance of political department in Broadcast Corporation is above average. For this purpose, we used mean difference which if it is above average, the hypothesis will be rejected. Otherwise, if it is below average, it implies that personal barriers in the performance of staff in Broadcast Corporation are at low level. The results of H3 test are shown in table-10.

Results of testing H3 (informatics barriers) are shown in table-10.

As seen in Table-10, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are negative and significance level is above 0.05, informatics barriers regarding duty expectation dimension in the performance of staff in Broadcast Corporation are at low level.

The results of testing first alternative hypothesis of H3 (informatics barriers regarding mission dimension) The results of testing H3a (informatics barriers) are shown in table-11.

As seen in table-11, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are negative and significance level is above 0.05, informatics barriers regarding mission dimension in the performance of staff in Broadcast Corporation are at low level.

The results of H3b: To test H3, we examined if the employees' opinion about informatics barriers in the performance of Political Department in Broadcast Corporation is above average. For this purpose, we used mean difference; if it is above average, the hypothesis will be rejected. Otherwise, if it is

below average, it will imply that informatics barriers regarding current information dimension in the performance of staff in Broadcast Corporation are at low level. The results of H3 test are shown in table-12.

The results of testing H3c (informatics barriers regarding current information dimension) Results of testing H3c (informatics barriers regarding current information dimension) are shown in table-12.

As seen in Table-12, H0 is rejected. There is a difference among the responses of the staff to this dimension of vocational need assessment. Since, the minimum value and maximum value are negative and significance level is above 0.05, informatics barriers regarding current information dimension in the performance of staff in Broadcast Corporation are at low level.

Discussion: Regarding descriptive statistics of respondents in different sections, the following values were achieved for all obstacles:

Personal barriers: Jamejam news section: 11.84, Young reporters club: 11.77, News network: 11.17, Central unit of news: 10.27, Administrative and financial department: 10.9

Environmental barriers: New young reporters club: 12.45, Administrative and financial department: 12.39, Jamejam news section: 12.38, Central unit of news: 12.04, News network: 12.03.

Informatics barriers: Young reporters club: 4.77, Administrative and financial department: 4.72, News network: 4.53, Central unit of news: 4.16, Jamejam news section: 3.92

Table-10
Results of testing H3 (informatics barriers)

Variable	t value	df	sig	Mean difference	95% confidence level for mean differences	
					min	max
informatics barriers	-0.67	250	0.527	-0.8224	-0.6298	-0.3984

Table-11
The results of testing H3a (informatics barriers regarding mission dimension)

Variable	t value	df	sig	Mean difference	95% confidence level for mean differences	
					min	max
informatics barriers mission dimension-	-0.57	250	0.211	-1.2097	-0.5486	-0.3843

Table-12
The results of testing H3c (informatics barriers regarding current information dimension)

variable	value	t	df	sig	Mean difference	95% confidence level for mean differences	
						min	max
informatics barriers current information dimension	-0.63		250	0.522	-1.2143	-0.6832	-0.2846

Generally, the highest barrier value belongs to Young Reporters Club and the lowest belongs to News network.

Conclusion

According to the results which were mentioned before, personal barriers are at low level in the performance of the staff in Broadcast Corporation. Regarding first alternative hypothesis results, personal barriers regarding ability of the staff are at low level. It reveals that the staffs have no problem in performing difficult tasks regarding required abilities. Personal barriers regarding motivation of the staff are proved to be at high level. It means that the staffs don't have necessary motivation for doing their tasks. This can stem from repetitiveness, inflexibility, and too much control of managers. If organizations motivate their staff by satisfying their needs, the employees will be willing to learn more and perform better¹³. Since, organizational efficiency refers to a degree to which an organization meets or approaches its goals, such an organization should assure satisfaction, commitment, and motivation among its employees. From the other hand, for having committed and satisfied employees, there must be some degrees of motivation in different levels of an organization since motivation is a major psychological process¹⁴.

Regarding high level of knowledge dimension in the performance of broadcast department staff, it is confirmed that the information and expertise of the staff is not as much as their duties. This can result from employing people with unrelated fields to the jobs.

About environmental barriers regarding resources' dimension, they are at low level. But, results of barriers concerning bonus in the performance of the staff show that managers of that department haven't built an efficient rewarding system regarding qualities of the staff in the organization. This can also affect poor motivation among the staff. For the high value of trends and methods dimension in the performance of the staff, it can be concluded that there are inefficiencies of organizational processes and vocational trends in Broadcast Corporation.

Since the results of the study show low level of informatics barriers in the performance of the staff, it can be concluded that informing amount is at favorable amount.

Based on the findings, informatics barriers regarding mission and current information dimensions are at level for the performance of the staff so they don't need much concern. The results of this study agree with the findings of Abdullah⁵, Hoseini⁸, and Ebrahimi¹⁰.

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