The Impact of Media on Employees' Self-Confidence and Performance
(Case Study: Islamic Azad University of Babol Branch)

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Abstract

The purpose of this study was to investigate the impact of media on employees' self-confidence and performance in Islamic Azad University of Babol. The statistical population of this research is all employees of Islamic Azad University of Babol Branch which are 550 people. Of this population, 225 persons have been selected as the sample based on Krejcie & Morgan table. The research method is descriptive. In this analysis, the path analysis was used to obtain the validity of the questionnaire from confirmatory factor analysis. The results of the data analysis indicate that knowledge-based variables, network- based information and information flow have positive and significant effects on the dependent variable.

Keywords: Media, Self -confidence, Staff, Performance, Islamic Azad University, Babol Branch.

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1. Introduction

Virtual social network is a new generation of web sites. Social networks, according to their type of activity, have other options such as internet news and online games and communicating with other personal media in their choices (Amini & Akbari, 2012).

Over the past few years, virtual social networks have become increasingly global in popularity with millions of people from all over the world subscribed to these networks. Some people believe that a new social fabric is being built and we need to recognize technology to operate web services (Anderson, 2006).

Good performance and employee effectiveness are two of the keys to the success of organizations. Good performance means productivity, quality, profitability and customer orientation. That is why the successful organizations of the world are trying to identify and manage the factors affecting the performance and behavior of the employees.

Some recent measurements in some countries and companies show that there is still a huge untapped capacity in the human resources of organizations that can be activated and implemented through the performance management, undesirable behaviors, reducing productivity and quality, loss of market share, rework, waste of resources and dissatisfaction of customers and other stakeholders.

The concept of trust and its issues have increasingly become the focus of institutional study, based on social beliefs or systemic values, over the past few years. Therefore, it can be said that trust is a topic that is expected to be established among individuals and organizations (Moeinzadeh et al., 2012).

2. Statement of the Problem

Media are tools that make people and institutions simply communicate and interact through them. These individuals and entities include insurance companies, employees, intermediaries, consumers, potential consumers and regulators (Alest, 2010).

With the advent of information age and networking community, we see technological developments in many areas. Internet as a "new medium" and

one of the most important achievements of the communications revolution has exceeded the limitations of communication patterns. One of the new phenomena that has emerged due to the integration of various communication technologies in recent years is virtual networks (Kia and Nouri, 2012).

The basic need for us to have good feeling about ourselves is to respect ourselves. We need to know ourselves physically, intellectually and emotionally as a good and worthwhile person. This feeling usually begins from childhood and is enhanced by education, culture and society, and for year after years, it becomes a strong feeling that is very difficult to change (Hamidian, 2011). Self-confidence plays a vital role in all stages of life. Self-confidence is one of the most common psychological disorders among men and women in society and also one of the common symptoms of mental illness. The important point is that the weakness of self- confidence is transmitted from generation to generation (Neynawaie, 2012).

The importance of performance is also due to the role played by the organizations improvement and the health and well-being of the workforce. Most theorists have explained the theory of performance and its constructive factors (Kabiri, 2010).

Regarding the above mentioned issues, the present study seeks to determine whether the media affect employees' self-confidence and performance or not?

3. Research Objectives
3.1. Major Objectives
Based on this study, the major objectives are:
1. To determine the impact of media on employees' self- confidence
2. To determine the impact of media on employees' performance

3.2. Minor Objectives
Based on this study, the minor objectives are:
1. To determine the effect of knowledge-based advantage on employees' self- confidence
2. To determine the impact of network- based information on employees' self- confidence

3. To determine the impact of information flow on employees' self-confidence

4. To determine the effect of knowledge-based advantage on employees' performance

5. To determine the impact of network- based information on employees' performance

6. To determine the impact of information flow on employees' performance

4. Research Hypotheses

4.1. Major Hypotheses

1. Media have a significant impact on employees' self- confidence.
2. Media have a significant impact on employees' performance.

4.2 Minor Hypotheses

1. Knowledge-based advantage has a significant impact on employees' self- confidence.
2. Network- based information has a significant impact on employees' self- confidence.
3. Information flow has a significant effect on employees' self-confidence.
4. Knowledge-based advantage has a significant effect on employees' performance.
5. Network- based information has a significant effect on employees' performance.
6. Information flow has a significant effect on employees' performance.

5. Examiner's Research

Gholizadeh (2016) conducted his Master's thesis entitled "The relationship between organizational culture and employees' performance at Ferdowsi University of Mashhad".

Faghihi (2015), in a research entitled "Performance of employees with an emphasis on organizational social factors, compares the factors influencing the performance of employees in Tabriz City.

Hosseinian et al., (2014) evaluated the factors affecting the performance of anti-trafficking personnel of Hormozgan Provincial Committees and found that perceived organizational support had a positive and significant effect on perceived organizational support. Of course, there are similar studies about the relationship between perceived organizational support and organizational performance.

Almasi (2015), in a research, studied the relationship between the use of social media and the social identity of female students. A case study of students at Ilam University was examined to assess the relationship between the use of social media and identity among 122 students. The study, based on Giddens' views, considers five religious, ethnic, national, group and sexual elements as components of social identity. His findings showed that young people with a stronger religious identity tend to be less likely to chat with the opposite sex.

Van et al., (2015) in a research entitled "The Impact of social media on strengthening employees' trust and loyalty" examines the dimensions of social media to enhance trust and loyalty of the employees. Their statistical society is the male schools which are in touch with Internet and virtual networks. The results show that the dimensions of the social constraints affect the reinforcement and loyalty.

In a study, Joinson (2013) is looking at the goal of what is happening in the social media that encourages the person to stay in the network, interview with network users. The study found that maintaining contact is the main reason for people to use social media.

Lenahart and Medan (2013) concluded that 55% of teenagers had network profiles in their research because of social media outlets in the United States. The youth pages in these networks include visible, simple, intimate and interactive self-discovery. Their findings confirm that 91 percent of social media users use these sites to keep in touch with the current friends who use it regularly.

6. Research Method

The purpose of this study is to investigate the effect of the factors on employees' self-confidence and performance. The present research is a descriptive and survey-correlational study. Statistical population in this research is 550 people including all employees of Babol Islamic Azad University. Based on Morgan's table, 225 employees of Islamic Azad University of Babol are chosen as the sample. The questionnaire was distributed among all employees of Islamic Azad University of Babol. In order to measure the social media, Standard Parastesh Questionnaire (2009) with 20 items was used. To measure the performance of staff, Standard Questionnaire of Hersey and Goldsmith (1996) has been used.

7. Findings

One of the strongest and most appropriate methods of analysis in behavioral science research is multivariate analysis. Hence, in this research, structural equation modeling has been used to confirm or disprove assumptions. Path analysis (structural model) is a technique that shows the relationships between research variables (independent and dependent) simultaneously.

The purpose of the path analysis is to identify the causality between the variables of the conceptual model in this study. The structural model below shows the relationship between knowledge-based advantage structures. Figures 1 and 2 show the structural model in the state of significant coefficients and standard estimates. According to Figure1, the meaningful relationship between the independent variable and the self-confidence variable was as follows: The variable "knowledge-based advantage" has a significant value of 3.45; the variable of "network- based information" has a significant value of 3.11; the variable of "information flow" has a meaningful number of 4.7. Confirmation or rejection of assumptions is determined in a meaningful state. In other words, if the meaningful number is greater than 1.96 or less than -1.96, the hypothesis is confirmed. Therefore, knowledge-based advantage, network-based information and information flow have significant effects on self- confidence; in the next step.

The variable of "knowledge-based advantage" has a significant value 4.16, the variable of " network- based information " has a significant value 11.5, and the variable of "information flow" has a significant number 4.14.

 Confirmation or rejection of assumptions is determined in a meaningful state. In other words, if the meaningful number is greater than 1.96 or less than -1.96, the hypothesis is confirmed. Therefore, knowledge-based advantage and information flow have significant effects on the employees' performance; in the next step. By referring to Figure 2, we can see the severity of the effect of each of the independent variables.
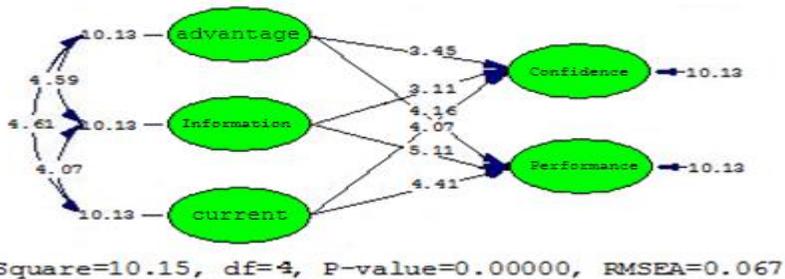

Chi-Square=10.15, df=4, P-value=0.00000, RMSEA=0.067

Figure 1. Structural equation model (Hypothesis rejection model) in T-Values

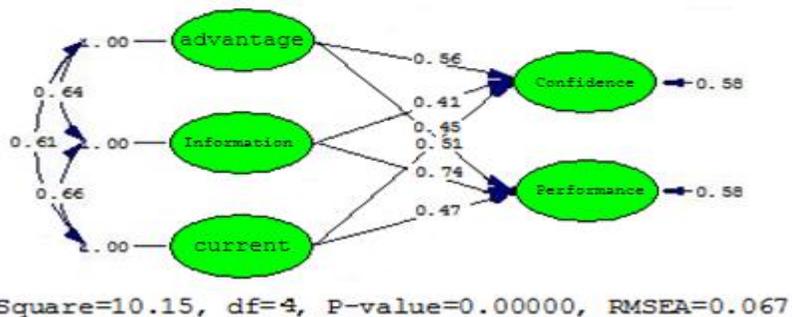Chi-Square=10.15, df=4, P-value=0.00000, RMSEA=0.067

Figure 2. Structural equation model (Hypothesis rejection model) in standard estimate

8. Results

The researcher concludes that organizational culture has a direct relation with the performance of employees, but in the present study, I first investigate about media and then the effect of factors on the self-confidence and performance of the employees. Therefore, the effect of factors on the

performance is consistent. But in terms of content and use of variables, both studies have emphasized the impact of media processes on self-confidence and company performance. This study determined that keeping contact is the main reason for using social media outlets. Therefore, the scope of the present study is more complex and practical.

9. Proposals Based on Research Hypotheses
9.1. Knowledge -Based Advantage

Considering the positive and significant effect of knowledge-based advantage on employees' self-confidence and performance, it is suggested that the managers and decision-makers of Pasargad insurance in Sari city provide a way for the insurance company. People can share it with the same people and solve the problem. It is also designed to provide better and faster services as well as to inform people

There should be an appropriate space for people to express the views of Pasargad policy makers. Also, managers reviewing the number of people who visit the social networking sites of the insurance company can examine the acceptability of services and products. Also, by reviewing other social networks of competing companies, insurance companies can add to the quality of products and services.

9.2. Network- Based information

Considering the positive and significant effect of the network- based information on the managers' self-confidence and performance, Pasargad insurance authorities in Sari city are recommended to design social networks in such a way that customers can easily determine the quality of insurance services with other companies. It is also suggested that other social networks examine other different services of other insurance companies and take steps to apply new insurance services such as life insurance and capital. They also have the power to select all customer services and can display all of their services.

9.3. Information Flow

Considering the positive and significant impact of the information flow on employees' self-confidence and performance, it is recommended that the managers, decision makers and authorities of Pasargad in Sari should design social networks in such a way that customers can easily travel without the need for intra-city trips and out-of-town information.

It is suggested that managers and authorities provide their services in a transparent manner in order to remove additional intermediaries and black markets for insurance products and services.

It is also suggested that full details of the products and services must be updated by Pasargad Insurance Office in order to provide up-to-date and complete information. There is also a space where customers can compare products and services provided by Pasargad insurance.

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