

## **MASS MEDIA AND ORGANIZATIONAL PERFORMANCE OF HIGHER INSTITUTIONS IN RIVERS STATE**

**Dr Eminike O. Amadi and Dr. James Edwin Vinazor**  
**Department Of Office and Information Management**  
**Faculty of Business Studies, Ignatius Ajuru University of Education,**  
**Rumuolumeni. Port Harcourt, Rivers State, Nigeria**

*Email: amadiemenike2@gmail.com*

### **ABSTRACT**

*This study investigates mass media and organizational performance in tertiary institutions in Rivers State. The main aim of the study was to examine the influence of mass media on organizational performance. The mean standard deviation and rank order statistic were used to analyze the research questions while the z-test of difference between the mean scores was used to test the hypotheses. The study was conducted using a survey of tertiary institutions in Rivers state. The simple survey techniques was adopted as the research design while the simple random sampling technique was used in selected a sample size of 150 out of a population of 200. Questionnaires and interviews were used as data collection instrument The study concluded that mass media influences electronic communication and the productivity of tertiary institution in Rivers State. Some of the recommendations were that appointment of the tertiary electronic communication be on merit so as to recognize the need for the prioritization of those factors that contribute towards increased level of mass media in tertiary institution.*

***Keyword: Mass Media, Electronic Communication, Organiozationaql Performance***

### **INTRODUCTION**

Higher educational institutions in developed nations of the world have imbibed digital culture as they have fully adopted electronic communication practices in both their administrative and instructional processes. However, Nigerian universities and other institutions of higher learning in Rivers state are yet to fully automate their communication processes. These institutions experience poor coordination, late and inaccurate data/information dissemination and high cost of administration. Hence, these studies will proffer adequate solution to the statement of the problems

Most of the administrators in the institutions of higher learning in Rivers State are yet to see the administrative use of facebook, whatsapp and other social media; many of them only use social media for personal communication rather than for official purposes. Infact, social media abuse has led to a lot of administrative mistakes and setback in our university system (Suwekume, 2014). It has also observed that these institutions are yet to imbibe teleconferencing culture and this has increased institutional expenses on corporate travel both within and outside the state. The researcher has also observed slow flow of information and publication of school programmes due to low patronage of media houses. There is obviously a high level of inefficiency, ineffectiveness, high cost, and information paucity in tertiary institutions in Rivers State (Ameh, 2013; Chinwe, 2014). This ugly situation threatens the competitiveness of our tertiary institutions in the international community. These issues necessitated this study.

### **Research Objectives**

1. To examine the extent to which mass media influences productivity of tertiary institutions in Rivers State.

2. To examine the extent to which mass media influences cost maximization of tertiary institutions in Rivers State.
3. To examine the extent to which mass media influences effective communication of tertiary institutions in Rivers State.

### **Research Questions**

The following research questions will guide this study.

7. To what extent does mass media influence productivity of tertiary institutions in Rivers State?
8. To what extent does mass media influence cost maximization of tertiary institutions in Rivers State?
9. To what extent does mass media influence effective communication of tertiary institutions in Rivers State?

### **Hypotheses**

The following null hypotheses will be tested at 0.05 level.

- Ho1: There is no significant relationship between mass media and productivity of tertiary institutions in Rivers State.
- Ho2: There is no significant relationship between mass media and cost maximization of tertiary institutions in Rivers State.
- Ho3: There is no significant relationship between mass media and effective communication of tertiary institutions in Rivers State.

### **Concept of Mass Media**

Non-personal channels of broadcasting a message to the general public, principally the national newspapers, radio, and television. Mass media can also be defined as "messages communicated through a mass medium to a large number of people", (Bittner, 1980). Thus, the study of mass communication is the scientific study of mass media (machines), the messages they carry (information, ideas, attitudes) and the audience =s (people) they transmit these messages. A medium is called a mass medium when it meets two basic requirements: it must reach many people simultaneously (same time) and must use technological devices located between source and receiver, (Whermore, 1985). A simple way to classify the mass media is to group them under print and electronic media. The print media are such media as books, newspaper and magazine whose basis is the print word. Electronic media, on the other hand, comprises all the mass media which rely on the electronic power to get their messages to their audience which include radio and television, recording, movies, internet and explosion of digital communication technology in the 20<sup>th</sup> and 21<sup>st</sup> century. Bittner, (1980, classification by (McQuail, 1987) called the seven (7) mass media became popular: They are:

1. Print, pamphlet, newspaper (established in the 15<sup>th</sup> c)
2. Recording- records, magnetic tapes, CD, DVD, gramophone (19<sup>th</sup> c)
3. Cinema- It started from about 1900
4. Radio – it started from about 1910
5. Television- it started in 1950
6. Internet – it started in 1990

Each mass media has its own content types, its own creative artist and technicians etc. however, modern cell phones are no longer a single used device, but are rather equipped with internet access and cable of connecting to the web which itself is a mass medium, according to McQuail (1987), the media have a mediating role between objective social reality and personal experience. Mass media help in maintaining a form of totalitarianism which does not rely on terror but work through the creation and manipulation of false needs for relaxation, entertainment etc.

### **Concept of Organizational Performance**

Performance when compared to goals and objectives. Within private or public sector differs. In a private sector the three primary performance outcomes are financial performance, market performance and shareholder value performance. However, the public sector is concerned with service delivery, public opinion/satisfaction and distributive development of the economy. In fact, a Performance Management system aims at improving the results of people's efforts by linking these to the organization's goals and objectives. Importantly employees' performance can be improved by ensuring appropriate recognition and reward for their efforts, and by improving communication, learning and working conditions. It is also a common practice in public sector performance management literature to talk about the three Es: Economy, Efficiency, and Effectiveness (Javier 2002; Gondal & Shahbaz, 2012). According to Beirut, (2003) Performance is referred to as being about doing the work, as well as being about the results achieved. It can be defined as the outcomes of work because they provide the strongest linkage to the strategic goals of an organization, customer satisfaction and economic contributions. Jain, Apple & Ellis (2015) defines Performance is an act or process of carrying out actions and activities to accomplish an intended outcome. We live in a performance-based culture whether in our personal or professional lives. To achieve improvement in any given performance however, one must first know what defines a quality performance. It is therefore important to understand the factors that play a relevant role in any performance. Performance measurement is the process of collecting, analyzing, and/or reporting information on the performance of an individual, group, organization, system, or component (Upadhya, Munir, & Blount, 2014). It can involve a review of processes, strategies, approaches, and parameters to track performance against intended targets. O'Boyle & Hassan, (2014) measured performance on bases of capabilities in carrying out obligations by personnel in an organization. Bayle & Robinson (2007) suggest there are three principles that performance depends upon: the system of governance; the quality of the organization's network (affiliations, supporting bodies); and the positioning of the organization within its particular sport. The study refers to these principles as 'The Strategic Performance Mix'. At the operational level, Bayle & Robinson (2007) study suggests there are three further performance issues that facilitate overall organizational performance: forms and levels of professionalization; the presence of a participatory organizational culture; and adopting a partnership approach. Performance means quality, condition, or function. According to Shafique, Ahmad, Abbas & Husain (2015) Organizational performance was not only the outcome it was continuous process of different activities. Capabilities were the effort to do activities, which were the processes that lead to the organizational performance.

### **Theoretical Review**

In this study, the researchers' theoretical framework was built on "The Cybernetics theory" propounded by W. Ross Ashby and Norbert Wiener in 1960 emphasized on mathematics theory of communication and control systems through regulatory feedback. Feedback can be positive (when the required result is achieved) or negative; instantaneous (when the response is immediate) or delayed. Feedback is used to gauge the effectiveness of a particular message put forth or situation that has taken place. Cybernetics is the study of the communication and control of regulatory feedback both in living and lifeless systems (organisms, organizations, machines), and in combinations of those. Its focus is how anything (digital, mechanical or biological) controls its behavior, processes information, reacts to information and changes or can be changed to better accomplish those three primary tasks.

In applying these theories to the subject of study it is evident that effective communication and organizational performance in Ignatius Ajuru University of Education is not just dependent on the communication flow in the various Faculties and Departments in Ignatius Ajuru University of Education. There are fourteen Faculties in the University made up of academic and non-academics. The management should not be satisfied with giving instructions, sending text messages, calling

for meeting, writing memos and circulars. There is a need to personally inform staff of new policies and innovations in the university system to enable members of staff to be aware and participate effectively in issues that concern them. This is backed up with the Berlo's (1960) SMCR model which focuses on the individual characteristics of communication and stresses the role of the relationship between the source and the receiver as an important variable in the communication process. Hence the source of any information in the Faculty should be clear and from a trusted and creditable "source" i.e the HOD or the Dean. Likewise the channel used should be adequate. Hence they should know when to apply formal or informal mode of communication, since their main objective is to achieve results from staff. Furthermore in applying The Cybernetics theory" it becomes useful for any organization that intends to achieve employee performance to ensure that feedback mechanism should be enough either in the attitude to work, productivity, and high performance of both staff's and students of the University. Conclusively, the Vice Chancellor, The Dean, Heads of Departments ought to communicate and interact effectively, so as to become more productive in the university as a whole. Since is the outcome of the communication can either positive or negative?

### **Research Design**

The research design adopted in this study is the descriptive survey.

### **Population of the Study**

The population of this study comprised of 200 respondents both of students and institutional administrators from the four different institutions in Rivers State namely: (Ignatius Ajuru University of Education (50), University of Science and Technology, Nkpolu, Port Harcourt (40), Kenule Beeson Saro-wiwa Polytechnic (formerly Rivers State polytechnic), Bori (30), Port Harcourt and Port Harcourt Polytechnic (30).

### **Sampling and Sampling Techniques**

The sample size of this study consists of one hundred and fifty staffs (150) staff of the four tertiary institutions out of the 200 of the total population which is sampled on the basis of stratified random sample techniques. The 80 males and 70 females administrator was gotten base on the stratified simple random sampling techniques from each of the institutions mentioned above.

### **Instrumentation**

The instrument for data collection was questionnaire titled electronics communication and organizational performance in Higher Institutions in Rivers State (ELECOMORPIHIRIS) developed by the researcher which has two parts.

### **Method of Data Analysis**

The researcher used the Means ( $\bar{x}$ ) Standard deviation, and rank order statistics to answer the research questions and Z-test statistics to test the null hypotheses at 0.05 level of significance.

## **Results**

### **Hypothesis 1**

There is no significant relationship between the means scores of social media, cost minimization, effective communication and the productivity of tertiary institutions in Rivers State.

**Table 4:** Z-test of difference between the mean scores of social media cost minimization, effective communication and the productivity of tertiary institutions in Rivers State.

<b>Variables</b>	<b>N</b>	$\bar{x}$	<b>SD</b>	<b>df</b>	<b>z-cal</b>	<b>z-tab</b>	<b>Level of significance</b>	<b>Decision</b>
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Male	65	3.33	0.82	111	-0.12	1.96	0.05	Ho <sub>1</sub> Rejected sig
Female	48	3.35	0.86					

Table 4 shows that z-calculated was -0.12 while z-tab value was 1.96 at 0.05 level of significance and the degree of freedom was 111.

Since z-calculated was less than z-tab value, the null hypothesis was rejected. Therefore, there is a significant relationship between social media, cost minimization, effective communication and the productivity of tertiary institutions in Rivers State.

### **Hypothesis 2**

There is no significant relationship between teleconferencing, cost minimization, effective communication and the efficiency productivity of electronic communication of tertiary institutions in Rivers State.

**Table 5: Z-test of relationship between the mean scores of teleconferencing cost minimization, effective communication and the productivity of electronic communication of tertiary institutions in Rivers State.**

Variables	N	$\bar{x}$	SD	df	z-cal	z-tab	Level of significance	Decision
Experienced	59	3.39	0.71	111	0.78	1.96	0.05	Ho <sub>2</sub> Rejected sig
Less experience	54	3.28	0.78					

Table 5 reveals that z-cal was 0.78 while z-tab was value 1.96 at 0.05 level of significance and, the degree of freedom was 111. Since the z-calculated was less than z-table value, the null hypothesis was rejected. Thus, there is a significant relationship between the mean scores of teleconferencing, cost minimization, effective communication and the electronic communication in tertiary institutions in Rivers State.

### **Hypothesis 3**

There is no significant relationship between the mean scores of mass media, cost dissemination, effective communication and the productivity of electronic communication in tertiary institutions in Rivers State.

**Table 6: Z-test of difference between the mean scores of mass media, cost minimization, effective communication and the productivity of electronic communication in tertiary institutions in Rivers State**

Variables	N	$\bar{x}$	SD	df	z-cal	z-tab	Level of significance	Decision
Male	65	3.32	0.81	111	1.31	1.96	0.05	Ho <sub>3</sub> Rejected sig
Female	48	3.11	0.87					

Table 6 shows that z-calculated was 1.31 while z-tab value was 1.96 at 0.05 level of significance and the degree of freedom was 111. Since z-calculated value was less than the z-tab value, the null hypothesis was rejected. Therefore, there is a significant relationship between the mean scores of mass media, cost minimization, effective communication and the productivity of electronic communication in tertiary institutions in Rivers State.

### **CONCLUSION**

The study concluded that the general level of electronic communication in Rivers State since the following factors are not put under consideration: provision of congenial working environments,

provision of adequate infrastructural facilities and research tools, adequate research materials, welfare package and adoption of participative leadership style.

Also, it was discovered that the productivity achieved as a result of electronic communication and effective communication among tertiary institutions in Rivers State leads to better organizational performance.

## **RECOMMENDATIONS**

The study recommended as follows:

- (1) Participative style of leadership should be encouraged in the administration of all the tertiary institution in the state.
- (2) Efficient electronic communication should be encouraged and adopted by all tertiary institutions administrators.
- (3) Enriched work environment should be provided for staff of tertiary institutions in Rivers State.
- (4) Tertiary education should be provided with adequate electronic communication and research materials.

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