

## Relationship between organizational culture and organizational rumors from the viewpoint of Khoy's primary schools teachers in 2011-2012

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**Abstract:** The present study aimed to investigate the relationship between organizational culture and organizational rumor teachers in primary schools from the perspective of Khoy is based on 92-91 school year. The research method is a correlation. A survey of all primary school teachers in the school year 2011-2012 disposition form and a sample of 254 individuals were selected using Morgan. For data collection, Denison organizational culture questionnaire and a questionnaire was used to measure organizational rumor. Questionnaire to ensure organizational experts in the field and confirmed rumors that the Cronbach alpha reliability of 0.735 as approved. Analysis of the data using descriptive statistics (mean, standard deviation and variance) and inferential statistics (Pearson correlation and stepwise regression) was used. Data were analyzed using spss software showed a significant negative relationship between organizational culture and organizational rumor there. The dimensions of organizational culture, conflict at work, consistent with the mission and organizational rumor that there is a negative relationship. There was no significant relationship between organizational adaptability and rumors. The regression analysis of all components of organizational culture (serial adaptability), with a significant percentage, rumors, organizational changes can explain.

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### Introduction:

It seems that the only parameter destroying the organizational environment and the whole staffs working in the related atmosphere is subjected to the process of Rumor in this regard. the process of rumor is one the most terribly factors that has been hidden from the insights of the organizations and for the reason, the importance of its impact in making the spiritual and mental as well as communicative crisis of an organization is being ignored. The publication of rumor is one of those indices that can be measured by the healthy relations into the organizations. That is, in an organization with normal and balanced relations the unreal documentary news is little interacted but when staffs of the same organization get satisfied for different reasons through the distortion of these realities, they will try to make their own mental and spiritual balance in this regard. (Hassani Moghadam 2001). Studies have shown that the process of rumor gets formed by a reaction towards the related situations and conditions as important for the whole people in this case. Often, the related conditions have three mentioned foundations making anxiety for people and the process of the rumor would be remained until the requirements and expectations could not be reduced in this case. (Anbari 2004). The organizational culture can play a key role in the appearance and attitudes of members such as commitment, group cooperation and responsibility.

(Mohammadi 2000). The high potential correct attention to the organizational culture is the successful key of an organization and the same organization can progress to the higher education level in this case. (Hafseted 1990). The school culture is the scarcest factor related to the school variables assisting to reach to the educational targets by the manipulation of the related process. Also, the results of studies represent that the lack of satisfaction of a school organization members of the school culture is a basic value itself; hence, achieved approaches to recover the process is not the only factor to facilitate students' educational success but the humanistic reasons imply that every person should have been equipped with healthy mental and spiritual atmosphere and educational relaxation in this case. (langram 1997). According to the researcher's school experience, the existence of the rumor can make teachers to lose their concentration in the field of education. Of course, the staffs can also get perplexed of their attention at the job setting influencing on the managers. The organizational culture in school setting using the transparent communicative performances can control and handle the rumor and gossip issues; thus, due to the importance of the organizational culture in the communicative affairs to prevent the publication of bad news and the ignorance of managers in educational issues, the evaluation and study of these

studies are the main fundamental step towards the representation of the rumor concept and the study of its relation with the organizational culture. According to the experience of the researcher as a governmental staff in the organizational environment, the existence of these rumors and gossips in the job setting have the most negative impacts on employers; so, it seems that the participation culture can prohibit the rumors according to the organizational targets in this regard. hence, the determination of the relationship of the organizational culture with the degree of the organizational rumor can help officials to carry out the importance of the organizational culture at schools and recognize the present gaps trying to remove them as well potentially; therefore, this issue can be a merit and high potential attention whether there is a relationship between the organizational culture and the degree of the organizational rumor of primary schools or no. Ramazani and others (2007) showed that the rumor is made by the potential result of different interactive factors that these interactions lead to the negative and positive feedback and epidemic behavior of the rumor. Saatchi (2001) with the participation of 50 higher level managers of country's manufacturing organizations according to the researches of Alport showed that about 62%, 57%, 35%, 18% and 20% of the rumors' details published experimentally were kept, respectively. Hassani Moghadam (2000) reviewed the relationships between the existence of the rumors and staffs' trust with the lack of information conscious system efficiently into the organization. The results showed that the present rumors have high potentials into the organizations and when people hear these rumors get trusted to them; also, the performance of managers is weak in transferring the information through the formal paths to the mentioned people. The obtained results indicate that rumor-making process can make and give anxiety and worry into the organizations and staffs. Esmaieeli (1998) in the study of the relationship of rumor with public irregularity found the results concluding that when people cannot get access to the formal and local news and resources for obtaining the necessary data, they will tend to find other resources in this case. The results of a research with 74 skillful experts of public relations and communications in the most famous companies showed that the rumors are very drastically terrible for people. In an interview with the people of under study, it is specified that the organizational rumors about an organization often reach to the ear of these people weekly. Most of these rumors are domestic relating to the staffs changes. The external rumors are usually related to the public communities influencing on the reputation of an organization's brand and its productions quality. (Yahya Eileiee 2007). Pendleton

(1998) found that women are challenging with interpersonal relations highly devoting high potential energy to a group job. Hence, they probably transfer the gossips and rumors more than men. Lepkin and Alport (1945) showed that after five or six times mouth to mouth quotations even without any time interruption, about 70% of the news details get eliminated in this regard. Knapp (1944) coincident with the Second World Warsucceeded to collect and gather thousands of rumors and gossips among American people. The results of the related study indicated that about 63% of these rumors were related to 89% destruction and 33% scary events and only 4% were devoted to imaginative and hallucinations. In 1942 when the port of Pearl Harbor attacked by Japanese military forces in the US, the phenomenon of rumor became more sophisticated important and as a national issue in the US and behavior science scientists paid attention the subject as well. People of this country were scared of this terrified event at that time. The usual news networks were censored and millions of people were also worried about this. This situation provided suitable conditions and environments for developing and expanding the related rumors and psychologists such as Gordon Alport et al, Leo Pestman were really interested in the field of studying the related case (Saatchi 2001).

### **Materials and Methods**

The research methodology is a correlation method.

#### **Statistical community:**

In this research, the statistical community is consisted of 723 people in 74 schools studying there.

#### **Statistical sample and sampling method:**

By the use of Morgan Table, about 254 primary school teachers of KHOY Town from 36 Schools were sampled by categorization randomized sampling method.

#### **Data collection tool:**

The necessary method for collecting the data will be considered as field and documentary based way.

#### **Denison standard questionnaire:**

The related questionnaire has been used to measure the organizational culture including 60 questions and transferring the quality factors into quantity ones; the degree of its validity was 90% obtained representing the high validity of the measurement tool in this case (Rahimnia and Alizadeh 2009). Shirin (2003) reported the reliability of the questionnaire by Cronbach alpha method for the index of challenging along the job (participation) 0.84, adaptation and cohesion 0.74, adaptability 0.87

and target 0.85. (quoted of Marnani, Ghaderi, Ghohari and Sadeghi 2010).

**The high reliable questionnaire to determine the degree of organizational rumor:**

In this research, the related questionnaire was used to measure the degree of organizational rumor in schools including 20 questions. The validity of the questionnaire was confirmed by skillful professors in the field of educational management and its reliability using Cronbach alpha among 30 people of the community was reviewed before the completion of the research that the degree was obtained 0.735 and confirmed as well in this regard.

**Table 2-3: scoring way of organizational rumor**

**Data analysis method:**

Pearson correlation method was applied to analysis the statistical data and the prediction of regression to determine the relationship and related variables.

**Table 1.** Pearson correlation coefficient between organizational culture and organizational rumor

Variables	N	Correlation coefficient	Sig
Organizational culture	254	-0.170	0.007
Organizational rumor			

According to the above mentioned table, because the sig level is lower than 0.01 (that is, the area belonged to H0 and 0.99 belongs to H1) and the obtained correlation coefficient equals -0.170, then the zero hypothesis is rejected and the hypothesis of the related research is being confirmed; in other words, there is a negative relationship between the organizational culture and organizational rumor and if the organizational culture is suitable, the organizational rumor will be reduced in this case.

**Table 2.** Pearson correlation coefficient between challenging in job and organizational rumor

Variables	N	Correlation coefficient	Sig
Challenging in job	254	-0.159	0.011
Organizational rumor			

According to the above mentioned table, because the sig level is lower than 0.05 (that is, the area belonged to H0 and 0.95 belongs to H1) and the obtained correlation coefficient equals -0.159, then the zero hypothesis is rejected and the hypothesis of the related research is being confirmed; in other words, there is a negative relationship between the challenging in job and organizational rumor and if the challenging in job is higher, the organizational rumor will be reduced in this case.

**Table 3.** Pearson correlation coefficient between adaptation and organizational rumor

Variables	N	Correlation coefficient	Sig
Matching	254	-0.180	0.004
Organizational rumor			

According to the above mentioned table, because the sig level is lower than 0.001 (that is, the area belonged to H0 and 0.99 belongs to H1) and the obtained correlation coefficient equals -0.180, then the zero hypothesis is rejected and the hypothesis of the related research is being confirmed; in other words, there is a negative relationship between the adaptation and organizational rumor and if the adaptation is higher, the organizational rumor will be reduced in this case.

**Table 4.** Pearson correlation coefficient between adaptability and organizational rumor

Variables	Number	Correlation coefficient	Sig level
Adaptation	254	-0.65	0.299
Organizational rumor			

According to the above mentioned table, because the sig level is lower than 0.05 (that is, the area belonged to H0 and 0.70 belongs to H1) and the obtained correlation coefficient equals -0.065, then the zero hypothesis is rejected and the hypothesis of the related research is being confirmed; in other words, there is a negative relationship between the adaptability and organizational rumor and if the adaptation is higher, the organizational rumor will be reduced in this case.

**Table 5.** Pearson correlation coefficient between thesis and organizational rumor

Variables	Number	Correlation coefficient	Sig level
Thesis	254	-0.145	0.021
Organizational rumor			

According to the above mentioned table, because the sig level is lower than 0.05 (that is, the area belonged to H0 and 0.95 belongs to H1) and the obtained correlation coefficient equals -0.145, then the zero hypothesis is rejected and the hypothesis of the related research is being confirmed; in other words, there is a negative relationship between the thesis and organizational rumor and if the thesis is higher, the organizational rumor will be reduced in this case.

**Table 6.** Regression test between organizational culture and organizational rumor

Dependent: Organizational Rumor	Steps	Predictor	R	Changes resources	Total squares (SS)	Degree of freedom (df)	Mean squares (MS)	F	sig level
Predictor: Organizational culture	First step	Organizational culture	-0.170	Regression	1149.048	1	1149.048	7.478	0.007
				Left	38720.4	254	153.652		
	Second step	Challenging in job	-0.159	Regression	1003.145	1	1003.145	6.504	0.011
				Left	0.339	254	154.232		
	Third step	Adaptation	-0.180	Regression	1286.795	1	1286.795	8.405	0.04
				Left	0.689	254	153.106		
	Fourth step	Matching	-0.65	Regression	335.170	1	335.170	1.081	0.299
				Left	39699.149	254	157.536		
	Fifth step	Thesis	-0.145	Regression	839.165	1	839.165	5.418	0.021
				Left	309030.320	254	154.882		

According to table 4-9, the results of regression analysis are the determinant factors of the organizational rumor show that from the independent variables (elements of organizational culture) in the regression model, the whole organizational culture represent about 3% of organizational rumor equals with  $f=7.478$  in one percent significant level. Challenging at job represents only 3% of these organizational rumor changes with  $f=6.504$  in five percent significant level. The adaptation represents about 3% of organizational rumor changes with  $f=8.405$  in one percent level. The match is also making 0.42% with  $f=1.081$  insignificant. The thesis does this about 2% with  $f=5.418$  in five percent significant level and finally, the match process is eliminated from the whole elements of organizational rumor and three elements of challenging in job, adaptation and thesis were provided for predicting the organizational rumor in this regard. The existence of the relationship between the organizational culture and the degree of organizational rumor has been confirmed by teachers of KHOY city through the correlation coefficient between two variables  $r = -0.170$  in 99% confidence level. In other words, when the organizational culture is suitable in this research, the organizational rumor will be reduced and the school with organizational rumor highly, the same school does not have a suitable organizational culture. This result is coincident with results of Hassani Moghaddam (2000) represented that if the rumor is being accepted by the organizational culture, the approaches and instructions will be affected by the same subject in this case making a kind of irregularity in the whole organizations' settings formally and informally destructing the whole related affairs. Fouladghar (2007) has stated that the process of rumor is one of the most tensioning factors among the whole staffs. Also, Robins (2002) has stated about the mentioned hypothesis that the culture has been considered as a controlling factor making or forming the attitudes and behaviors of the whole staffs. In schools when teachers interested in fulfilling their tasks potentially and trying to apply

their maximum struggles in the field of recovering students' educational status, the existence of these kinds of rumors such as the wage of staffs in other organizations, job cultural and innovative affairs can be affected in this regard. Hence, it removes the necessary motivation for increasing the performance. According to Rahmani and Nasrabadi (2000) if the organizational rumor gets not controlled in the system, it will make noisy atmosphere in this regard. It is completely apparent that if the school organizational culture has positive strong performance, it can also prevent any destructive rumor events. Shine (2004) has emphasized in this case that the basic issue in the level of the organizational culture values is that the organization members should determine what approaches have been successful in this regard. Yahyaiee and Eileiee (2007) have also emphasized that most organizational rumors are domestic relating to the personnel changes, job privacy or job satisfaction; hence, the organizational culture can be the controlling factor of the rumors and its related problems.

According to the study of correlation coefficient obtained between two variables ( $r = -0.159$ ) and its test in 95% confidence level, the existence of relationship between challenging in job and the degree of organizational rumor is being confirmed by the viewpoint of teachers in KHOY city; in other words, when the degree of challenging in job is suitable at school settings, the organizational rumor will be decreased and vice versa. The confirmation of the above mentioned hypothesis represents the fact that the existence of the rumors eliminates the necessary concentration of teachers in KHOY City Schools and they cannot get challenged potentially in the field of education. The result of this research is coincident with the results of Hassani Moghaddam (2000) representing that some parts of the rumors are being formed into the organization regarding to the substitutions and replacements that this also destructs the job privacy of the staffs. Yahyaiee (2007) found in his study that the rumors are so harmful and most of these rumors are

related to domestic ones being constructed into the organizations that this result is coincident with the obtained results in this case. When teachers cannot feel job privacy at themselves, they will lose their job concentration increasing the rumors rapidly. In the confirmation of the above mentioned hypothesis, Saatchi (2001) has stated that those staffs having low job privacy will get concerned for being unemployed into an organization. Thus, these employers are more susceptible to organizational rumors. Employers with lowest job privacy can easily be cheated at these organizational gossips in compare to employers with high job safety issues. Ramazani and others (2007) showed that the rumor can be made of different factors potentially that these may lead to the formation of positive and negative feedbacks as well as epidemic behaviors in people that this result is coincident with this hypothesis. As it shown in studies, the appearance of gossip can also lead to the process of worry and panic having negative performance in this case. Hence, the most important element of the education and learning is challenging in job and concentration get out of the natural and normal form going towards the inefficacy. Probably, one of the most important reasons of students cannot learn well is subjected to the lack of teachers' concentration; this can also come from the gossips such as the lack of increased wages, last term educational movement, changing the humanistic force arrangement regulations and so forth.

Shakib (1996) has stated that the lack of information about the subjects of important issues related to the staffs can be terribly worse; if the staffs cannot get aware of what happening into an organization, they will tend to pay attention to another kind of news; for the reason, a rumor is born making too much problems in this case. Bahrami (2004) showed that if the organizations and the whole social groups try to eliminate the process of gossip-publishing affairs, the main part of these rumors will be disappeared as well. The process of informing people timely can also be beneficial to avoid any gossips. Davis and New Storm (1991) emphasized that the best way to stop the publication of gossips is subjected to distribution of the truth in this case. This way can reduce any intrigues and therefore, the acceptance of the published rumors gets down and the whole staffs become more adaptive in this regard. according to the study of correlation coefficient between two variables ( $r = -0.65$ ) and its test level 70% in confidence level, the existence of relationship between the match and degree of organizational rumor has been confirmed by viewpoint of KHOY teachers at 70% level. In other words, there is no significant relationship between the match and degree of organizational rumor. The match process is

subjected to the fact that the school should make its adaptation with external changes. The evaluation of the above mentioned hypothesis represents that the galore of rumors is not an obstacle for the school adaptation process. Probably, the degree of flexibility is not high in KHOY city being affected by these rumors; anyway, the high degree of these rumors does not have a significant relationship with the matching temperament of teachers although the relation is negative.

Along with the study of the obtained correlation coefficient between two variables ( $r = -0.145$ ) and its test level at 95%, the existence of the relationship between the thesis and degree of organizational rumor has been confirmed by teachers in this city at 95% confidence level. In other words, if the degree of thesis is suitable in this research, the organizational rumor will be decreased and vice versa. Teachers should have a clarified orientation of their targets in this regard trying to increase the degree of thesis of organizational cultural issues. The obtained result is coincident with Hassani Moghaddam (2000); the school thesis is represented by the same school principal; hence, the organizational rumors can bring oppositions between principal and teachers according to the hypothesis 4. These rumors and gossips can be made among both sides of teachers and principals making serious controversial issues in terms of the education. (Saatchi translated by Toosi 2001). Bahrami (2004) also showed that when people do not evaluate the enmity of the rumor-makers hearing them with closed eye, they will be prone to unexpected terrible disasters. The theory of Davis and New Storm is coincident with this case. (1991). He concluded that along with the objection between the management and staffs, these rumors can be terribly catastrophic; hence, any reduction in the field of compliment between management and staffs can also reduce the degree of gossips.

Finally, it is specified that the whole dimensions of organizational culture except the matching process can be effective in the representation of the rumors. The process of matching has the lowest percent in the prediction of the degree of organizational rumors.

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