



Research Article

COMMUNICATION AND PSYCHOLOGICAL PROFILE OF CENTRAL OFFICE EMPLOYEES OF BANARAS HINDU UNIVERSITY

JITENDRA PAL GHATAWAL^{1*} AND BASAVAPRABHU JIRLI²

Department of Extension Education, Institute of Agricultural sciences (IAS), Banaras Hindu University, Varanasi, 221005, Uttar Pradesh, India

*Corresponding Author: Email- jitendrapal30@gmail.com

Received: June 19, 2018; Revised: June 22, 2018; Accepted: June 23, 2018; Published: June 30, 2018

Abstract: "Communication and Psychological profile of central office employees of Banaras Hindu University" study was conducted at central office of Banaras Hindu University, Varanasi, UP. The sample consisted of 208 section officer, senior assistant, senior clerk and junior clerk from all four cells and four offices which were selected through method of whole enumeration using a well-structured questionnaire and ex-post facto research design was used. Majority of the respondents had average need for achievement with 68.657 percent followed by 19.90 percent of employees, moderately motivated for achievement. Majority of respondents had medium level of aspiration with 70.192 percent followed by 21.635 and 8.173 percent of respondents with low and high levels of aspiration respectively. Majority of the respondents in the selected organization had medium level of mass media exposure with 77.884% of total population. 39.423 percent of total respondents in the organization had high level of interpersonal communication followed by 37.019 and 23.558 percent of respondents with low level and medium level of interpersonal communication respectively. These results showed an average communication exposure, aspiration levels and achievement motivation among the employees.

Keywords: Psychological, Communication, Questionnaire, Ex-Post Facto, Aspiration, Achievement Motivation

Citation: Jitendra Pal Ghatawal and Basavaprabhu Jirli (2018) Communication and Psychological Profile of Central Office Employees of Banaras Hindu University. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 12, pp.- 6459-6461.

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Introduction

Communication is the process of establishing commonness between sender and receiver of message, it is of prime importance to know the communication profile of the employees of any organization, that developmental plans and policies can be transferred to the targeted group of employees with in time to ensure effective and efficient implementation of these plan and policies may it be related to orgware or adoption of any hardware and software mediated technology [1], [2]. Similarly, it is also very important to know the psychological aspect of the employees i.e., achievement motivation and levels of aspirations. These psychological aspects will help us to know achievement motivation and aspiration levels of employees, what they want to achieve in life and how their aspirations levels are going to affect the dreams of the employees. The present study was conducted at central office of Banaras Hindu University, Varanasi, UP. The sample consisted of 208 section officer, senior assistant, senior clerk and junior clerk from all four cells and four offices which were selected through method of whole enumeration using a well-structured questionnaire and ex-post facto research design was used. It helped us to come up with following results.

Research Methodology

The study was conducted at central office of Banaras Hindu University, Varanasi, UP. The sample consisted of 208 section officer, senior assistant, senior clerk and junior clerk from all four cells and four offices which were selected through method of whole enumeration using a well-structured questionnaire and ex-post facto research design was used. The data were analyzed using percentage, frequency, standard deviation, standard error of mean. The degree of low, medium and high achievement motivation and levels of aspirations was found out using mean and standard deviation. The differences between male and female employees regarding communication and psychological profile were found out by testing null hypothesis.

Result and Discussion

Mass media exposure

In communication profile mass media exposure and interpersonal communication was taken into consideration. The degree to which the respondents were exposed to different mass media with respect to orgware, which is ascertained by measuring the frequency of listening to radio, reading newspaper / magazine, watching television, using smart phones, computer and internet. The response of the respondents was obtained on three point continuum i.e., often, sometimes, and never and score of 2, 1 and 0 were assigned respectively. Degree of mass media exposure of respondents was categorized as low, medium and high using cumulative square root frequency method. A critical analysis of the [Table-1] showed that majority of the respondents in the selected organization had medium level of mass media exposure with 77.884% of total population followed by equal percentage of high and low mass media exposure with 11.058%. These findings are in the line with the findings of Aburge, (2011) and Nebo, *et al.* (2015) [1,3]

Table-1 Distribution of respondents on the basis Degree of mass media exposure

SN	Category	Criteria	Score	
			F	P
1	Low	<(1.096)	23	11.058
2	Medium	(1.096- 1.80)	162	77.884
3	High	>(1.80)	23	11.058

(Mean= 1.448, SD= 0.352. SEM= 0.024)

Interpersonal Sources

The degree to which the respondents were exposed to different interpersonal sources of communication with respect to the indicators of orgware, where ascertained by measuring the frequency of interacting with colleagues, seniors, juniors, relatives and friends.

The response of the respondents was obtained on three point continuum *i.e.*, often, sometimes, and never and score of 2, 1 and 0 were assigned respectively. Degree of interpersonal communication of respondents was categorized as low, medium and high using cumulative square root frequency method. [Table-2] showed that 39.423 percent of total respondents in the organization had high level of interpersonal communication followed by 37.019 and 23.558 percent of respondents with low level and medium level of interpersonal communication respectively. These findings are evidence that most of the people prefer friends and relatives for their interpersonal sources of communication over traditional or electronic media [4, 5].

Table-2 Distribution of respondents on the basis of Degree of interpersonal communication

SN	Category	Criteria	Score	F	P
1	Low	<(1.159)	77	37.019	
2	Medium	(1.159- 1.999)	49	23.558	
3	High	>(1.999)	82	39.423	

(Mean= 1.579, SD= 0.42, SEM= 0.029)

Achievement motivation

In the psychological profile of the respondents their achievement motivation and level of aspiration was taken into consideration. It refers to the need for success or the attainment of some pre-decided thing or to satisfy the individual needs. To measure the achievement motivation of the respondents W. W. Norton scale (1998) was used and it was administered in the form of a well-designed and structured questionnaire. The response of the respondents was obtained on two-point continuum *i.e.*, True or False and score of 1 and 0 were assigned respectively. The respondents were classified in terms of having high, moderate, average, moderately low and low need for achievement on the basis of total score obtained by the respondents. [Fig-1] heralds that majority of the respondents had average need for achievement with 68.657 percent followed by 19.90 percent of employees, moderately motivated for achievement. A very few respondents are highly motivated for achievements with 1.493 percent and 3.482 percent of respondents had low need for achievement. This showed that most of the respondents are in the zone of average need for achievement motivation [5].

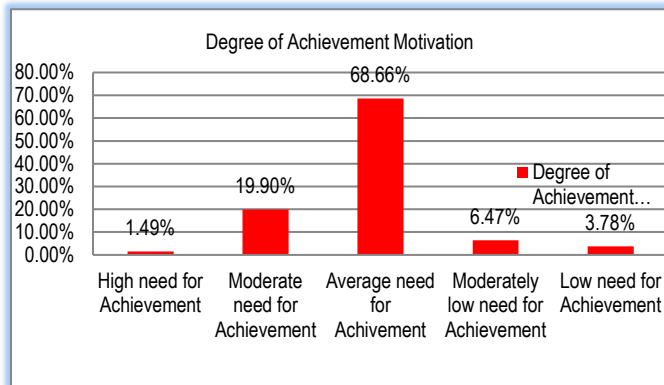


Fig-1 Degree of Achievement Motivation

Level of Aspiration

It refers to the hope or ambition of achieving something in life. The response of the respondents regarding level of aspiration was obtained on five point continuum *i.e.*, strongly agrees (SA), agree (A), undecided (U), disagree (D) and strongly disagree (SD) and score of 4, 3, 2, 1 and 0 were assigned respectively. Levels of aspiration of respondents was categorized as low, medium and high using cumulative square root frequency method. [Fig-2] revealed that majority of respondents had medium level of aspiration with 70.192 percent followed by 21.635 and 8.173 percent of respondents with low and high levels of aspiration. This showed that 70.192 percent of the respondents had hope and ambitions in their life and they work hard to achieve their aspiration levels [4].

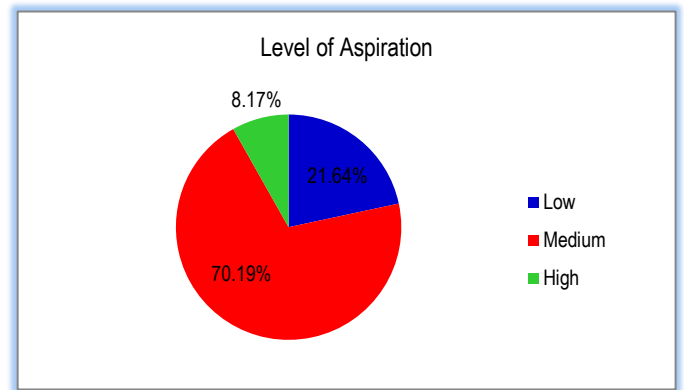


Fig-2 Level of Aspiration

Testing of Null hypothesis

χ^2_{tab} : 5.99 (at 5% level of significance for 2 d.f.); 4.61 (at 1% level of significance for 2 d.f.).

H₀₁: There is no significant difference in the communication profile of male and female employees.

H₁₁: There is significant difference in the communication profile of male and female employees.

[Table-3] shows that $\chi^2_{tab} > \chi^2_{cal}$ for all the parameters of mass media exposure *i.e.* Radio, Television, Newspaper, Magazine, Mobile, Internet and Computer at both 1% and 5% levels of significance for two degree of freedom. $\chi^2_{tab} > \chi^2_{cal}$ for interpersonal sources *i.e.* Colleagues, Seniors, Juniors, Relatives and Friends at both 1% and 5% levels of significance for two degree of freedom. $\chi^2_{tab} > \chi^2_{cal}$ for social participation also at both 1% and 5% levels of significance for two degree of freedom. Hence, null hypothesis is accepted.

Table-3 Difference in the communication profile of male and female employees

SN	Parameters	d.f.	χ^2_{cal}
1.	Mass media exposure		
i.	Radio	2	0.661 (NS)
ii.	Television	2	0.579 (NS)
iii.	Newspaper	2	0.808 (NS)
iv.	Magazine	2	0.133 (NS)
v.	Mobile	2	0.193 (NS)
vi.	Internet	2	0.547 (NS)
vii.	Computer	2	0.605 (NS)
2.	Interpersonal sources		
i.	Colleagues	2	0.527 (NS)
ii.	Seniors	2	0.496 (NS)
iii.	Juniors	2	0.80 (NS)
iv.	Relatives	2	0.612 (NS)
v.	Friends	2	0.864 (NS)

χ^2_{tab} : 3.84 (at 5% level of significance for 1 d.f.); 2.71 (at 1% level of significance for 1 d.f.), 9.49 (at 5% level of significance for 4 d.f.); 7.78 (at 1% level of significance for 4 d.f.)

H₀₂: There is no significant difference in the psychological profile of male and female employees.

H₁₂: There is significant difference in the psychological profile of male and female employees.

Table 4 depicts that the $\chi^2_{tab} > \chi^2_{cal}$ for achievement motivation at both 1% and 5% levels of significance for one degree of freedom. $\chi^2_{tab} > \chi^2_{cal}$ also for aspiration at both 1% and 5% levels of significance for four degree of freedom. Hence, null hypothesis is accepted as there is no significant difference in the psychological profile of male and female employees [6].

Table-4 Difference in the psychological profile of male and female employees

SN	Parameters	d.f.	χ^2_{cal}
1	Achievement motivation	1	0.295 (NS)
2	Aspiration	4	0.006 (NS)

Conclusion

The above result showed that the majority employees of Central office of Banaras Hindu University were having medium degree of mass media exposure and interpersonal communication. They also exhibited average need for achievement and medium levels of aspirations. There is need to increase the extent of mass media exposure and levels of aspirations and need for achievement for achieving the organizational objectives.

Application of research: The present research has wide application in studying the communication behaviour and psychology of the employees in an organization, which will help the organizational management to plan and develop programmes and policies for better performance of the employees while ensuring maximum satisfaction to them.

Research Category: Descriptive type of research

Abbreviations: IAS- Institute of Agricultural sciences; BHU-Banaras Hindu University; d.f.- Degree of freedom; NS- Non-significant; F- Frequency and P- Percentage

Acknowledgement / Funding: Author thankful to Banaras Hindu University, Varanasi, 221005, Uttar Pradesh, India

***Research Guide: Dr Basavaprabhu Jirli**

University: Banaras Hindu University, Varanasi, Uttar Pradesh, 221005, India

Research project name or number: MSc Thesis-A Study on New Media

Author Contributions: All author equally contributed.

Author statement: All authors have read, reviewed, agree and approved the final manuscript

Conflict of Interest: None declared

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors.

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