

DATA DISTRIBUTION SKILLS AND EMPLOYEES' PERFORMANCE OF TELEVISION STATIONS IN PORT HARCOURT

Beauty Gbefah

Doctoral Student, Department of Office and Information Management, Faculty of Business Studies, Ignatius Ajuru University of Education, Rivers State, Nigeria

ABSTRACT

This study examined the relationship between data distribution skills and Employee Performance in the television stations in Port Harcourt. The study adopted the cross-sectional survey design. The study population consisted of 274 secretaries from the selected television stations in Port Harcourt. A sample size of 163 staff was drawn. One hundred and sixty-three (163) copies of the questionnaire were personally administered to the respondents out of which one hundred and forty-seven (147) representing 96% were found valid for analysis. All items on the questionnaire had a Cronbach Alpha threshold of 0.7 and above in the reliability test. Descriptive statistics was used for univariate data analysis while the bivariate analysis was carried out using the spearman's rank order correlation coefficient at a 0.05 level of significance. The partial correlation coefficient computed with the aid of statistical package for social sciences (SPSS) was used for multivariate analysis. The bivariate analysis results showed a significant relationship between data distribution skill and the measures of employee performance (Input-Output, Excellent service delivery and innovativeness) while multivariate analysis results revealed technology as significant moderator of the relationship between both variables. This study concluded that significant relationship exists between information system skills and employee performance in the television stations in Port Harcourt. It further concluded that technology significantly moderated the relationship between information system skills and employee performance. It recommended that: Data distribution skill is an essential skill in organization as it is information that is delivered to end-users. Every employee in organization need to be acquainted with this basic skill as it will aid proper dissemination of information and communications within the organization.

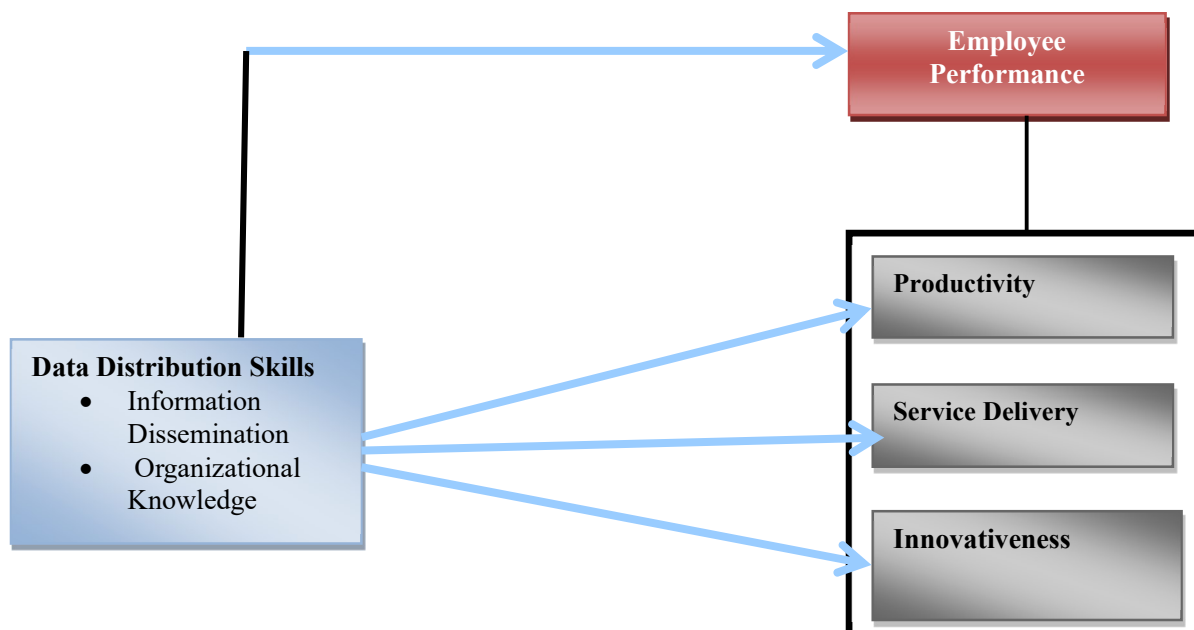
Keywords: Data Distribution Skills, Service Delivery, Innovation, Employee Performance

INTRODUCTION

The performance of employees has been turned around by technology. It has provided the tools that shift the role of secretaries from that of information recorders to business strategists. The effective performance of the employee depends upon the office equipment, knowledge and skills of the employee. Electronic information and financial records and computerized processes such as document production and statistical calculations have made many offices much more efficient without compromising quality. Globalization have made organizations and businesses of over the world to operate in very competitive ways to stay relevant and remain in business operations. As a result of this, different organizations which have had problems that affected information system skills of employees, have taken decisive measures to curb the reasons for such problems affecting such skills on the job. Information system skills has been of serious concern for management in modern day organizations and as a result it has devoted time for proper addressing in organizations in Nigeria. Empirical researches have noted that delay in timely promotion, poor remuneration, inadequate working condition just to mention but a few have affected and is still affecting employee attitude to work. Although, literatures have not revealed adequate studies in

Nigeria that discussed on how information system skills impact on employee performance. The idea to carry out a research of this kind on information system skills and employee performance was due to the void created by previous researches on issues that are related to employees' information system skills in organizations. The purpose of this research is to find out the influence of information system skills on employee performance in Television Stations in Port Harcourt. This research is carried out to fill the gap in literature by addressing information system skills and employee performance in Television Stations in Port Harcourt. The input-output and quality of work of the employees in every business organization depends on the availability of office technologies as well as the skill and competencies of the employees. Modern business organizations have come to appreciate the role and importance of the employees as well as the need to providing the needed and necessary office machines and equipment for the efficiency of their functions.

Operational Conceptual Framework



Data distribution skill and employee performance

Data distribution skill as an information system skill refers to the output state of data after collection, processing, storage and then conversion to information (Alter, 2008). It is noted that at this stage, the skill required involves the development of channels for easy flow of information and also ways for proper communication. Data distribution skill in information systems involves proper dissemination of information and organizational knowledge by individuals and/or organizations to their customers and stakeholders (MIT, 2011). Data can only be distributed after it has been collected, manipulated, processed, stored, retrieved and converted into information ready to be communicated with potential feedback required.

Distributed data and/or information must facilitate knowledge sharing by maintaining a product/process focused on well understood functionality by linking content from sources such as electronic mails (e-mail), online discussions and sharing meta-data information among several tools. In organization, information must be passed across various departments and platforms, and by this, it is very essential that employees adopt proper dissemination skill in order to

adequately distribute converted data (information) to the proper channels involved. With this, there will be easy flow of communication within the organization and work will be easily done as every area of the organization would be adequately informed which will aid employee performance and reduce possibility of errors, miscommunication and misinformation overtime. Based on this, it makes sense to say that data distribution as an information system skill has a relationship with employee performance, therefore we hypothesize that:

HO₁: There is no significant relationship between data distribution skills and input- output of employees in television stations in Port Harcourt.

HO₂: There is no significant relationship between data distribution skills and excellent service delivery of employees in television stations in Port Harcourt.

HO₃: There is no significant relationship between data distribution skills and innovativeness of employees in television stations in Port Harcourt.

Socio-technical Systems Theory

Information systems are regarded as sets of interrelated components that collect or retrieve, process, store and distribute information to support decision making, coordination, control, analyze and visualize (Cordella & Iannacci, 2011). The study of information systems is usually premised on the assumption that information systems are socio-technical systems that encompass both technical and social variables. It is ordinarily assumed that the design, development and deployment of information systems have far-reaching consequences that go well beyond the technical components of information systems. It is also noted that information systems designers are often incapable of dealing with all the technical and social variables all together due to their limited ability to process adequate information (Cordella & Iannacci, 2011).

Socio-technical systems theory as an underlying theory of information systems is invoked by information systems designers and managers to legitimise investments in information technology (Noll & Wilkins, 2002). This theory is able to address all the concerns represented as a paradigm for information systems discipline and provides meaning about the roles played by information in organizations (Beynon-Davies, 2009). It also identifies the role and impact for systems in organizations; it gives ideas and inspires the development of methodologies to design, develop and implement systems, predict the patterns of use of such systems in organizations. Maier, Clark & Remington (1998) stated that this theory thus impacts on the ways information-processing systems are conceived, designed and used. It inspires the development and deployment of methods to carry out such activities and improve them. It sets the stage to carry out experiments and try out and compare new practices. It legitimizes and gives meaning on how and why systems are to be built and how they should be introduced and utilized.

METHODOLOGY

The research adopted the cross-sectional survey method to gather adequate data from the staff of television stations in Port Harcourt. Population of the Study is 274 employees of five television station in Port Harcourt. Taro Yemene was used to draw a sample size of 163 employees.

Sample Size for the Study

S/N	Television Stations	Population (Secretaries)	Sample size
1.	Nigerian Television Authority	63	37
2.	Rivers State Television	58	35
3.	Silver Bird Television	48	29

4.	African Independent Television	54	32
5.	Wozobia Max Television	51	30
Total		274	163

Sources: Researcher (2021)

The Questionnaire was the major instrument for data collection while Spearman rank order correlation coefficient statistical tool was used to test for the research hypotheses

Results

Table 1 Test for hypotheses

		Data distribution skill	Input-output	Excellent service delivery	Innovativeness
Data distribution skill	Correlation	1	.443**	.572**	.691**
	Sig. (2-tailed)		.000	.000	.000
	N	147	147	147	147
Input-output	Correlation	.443**	1	.892**	.919**
	Sig. (2-tailed)	.000		.000	.000
	N	147	147	147	147
Excellent service delivery	Correlation	.572**	.892**	1	.903**
	Sig. (2-tailed)	.000	.000		.000
	N	147	147	147	147
Innovativeness	Correlation	.691**	.919**	.903**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey data, 2021

The association between data distribution skill and employee performance: The tests for the association between data distribution skill and the three measures of employee performance (input-output, excellent service delivery and innovativeness) shows that there exists strong significant outcomes in which data distribution skill and input-output (correlation coefficient = .443; and $P < 0.05$) shows strong, positive and significant level of association; data distribution skill and excellent service delivery (correlation = .572; and $P < 0.05$) also reveals level of significant association; data distribution skill and innovativeness (correlation = .691; and $P < 0.05$) shows significant association levels as well. This results are substantial evidence that there is a significant level of association between data distribution and the three measures of employee performance in this study; therefore hypotheses seven, eight, and nine are rejected as they are in null form and restated as:

- i. That there is a significant relationship between data distribution skill and input-output of employees in television stations in Port Harcourt.
- ii. That there is a significant relationship between data distribution skill and excellent service delivery of employees in television stations in Port Harcourt.
- iii. That there is a significant relationship between data distribution skill and innovativeness of employees in television stations in Port Harcourt.

Data distribution skill significantly impacts on employee performance in television stations in Port Harcourt.

The result from the analysis revealed that data distribution as a skill in information system impacts substantially on employee performance in television stations in Port Harcourt. The result on this relationship is essential as there is a lacking in research with regards to the studies which have addressed the effects of inadequate data distribution in organization as a result of employees' attitude to work. In considering the relationship between data distribution skill and employee performance, it is evident that data distribution has a significant effect on the extent to which variables such as input-output, excellent service delivery and innovativeness are manifested and prevalent within the workplace. Moreover, it is believed that forms of reciprocity which are negative in nature will impact adversely on the relationship between data distribution skill and employee performance in organizations. A view supported by the findings of this study.

CONCLUSIONS

This study concludes that the evidence of data distribution within the workplace impacts highly on the extent to which employees feel efficient, effective and deliver services excellently.

RECOMMENDATIONS

The recommendations for this study are proposed in line with the findings and conclusions for the study. They are stated as follows:

- i. Organizations need to adopt workplace policies that would require every employee to be computer literate and emphasize on its importance within the workplace.
- ii. Workers at all levels should be trained on information technology for effective job performances and information delivery.
- iii. Data distribution skill is an essential skill in organization as it is information that is delivered to end-users.
- iv. Every employee in organization need to be acquainted with this basic skill as it will aid proper dissemination of information and communications within the organization.

REFERENCES

- Alter, S. (2008). Defining information systems as work systems: implications for the IS field. *European Journal of Information systems*, 17(5), 448-469.
- Beynon-Davies, P. (2009). Information systems as socio-technical or sociomaterial systems. *AMCIS 2009 Proceedings, Association for Information systems*, paper 705.
- Beynon-Davies, P. (2009). The 'language of informatics: The nature of information systems. *International journal of information management* (29) 2:92-103.
- Cordelia, A. & Iannacci, F. (2010). Information systems in the public sector, the e-government framework enactment. *The journal of strategic information systems* 19(1):52-66.
- Cordella, A. & Iannacci, F. (2011). Information systems and organizations. London: University of London Press.
- Maier, J. L., Clark, W. J. & Remington, W. S. (1998). A longitudinal study of the management

information systems (MIS) job market. *Journal of Computer Information Systems*, 39(1), 37-41.

MIT (2011). Introduction to computer science and programming. *MIT open courseware*. <http://ocw.mit.edu/6-006/course/electricalengineeringandcomputerscience>.

Noll, C. L. & Wilkins, M. (2002). Critical skills of IS professionals: a model for curriculum development. *Journal of Information Technology Education*, 1(3), 143-154.