

INSTAGRAM AND ADMINISTRATIVE COMMUNICATION HEALTH IN HOTELS IN RIVERS STATE

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ABSTRACT

The study examined the relationship between instagram and administrative communication health in Hotels in Rivers State. The objective of the study was to ascertain how instagram interacts with measures of office administrative communication health (administrative coordination and information accuracy) in Hotels in Rivers State. The cross-sectional explanatory survey research design was adopted for the study. The population of the study consisted of one hundred and fifty-three (153) registered and fully functional hotels in Port Harcourt considering accessibility. The random sampling technique was adopted for the study. Out of one hundred and fifty-three (153) hotels in Port Harcourt the focus city in Rivers State, twenty-eight (28) hotels were randomly selected as the geographical focus of this study. Thus, the sample size of the study was two hundred and twenty-four (224) administrators who are administrative heads of units/departments. Structured questionnaire was used as the main instrument for the collection. Face validity was adopted and Cronbach alpha via SPSS (Statistical Package for Social Sciences) was used to ascertain the reliability of the instrument. Out of two hundred and twenty-four (224) copies of questionnaire distributed, two hundred and eight (208) copies of the completed questionnaire were retrieved. Thus, Spearman's Rank Order Correlation Coefficient was used for the bivariate analyses. The study revealed that there is a very high significant positive relationship between Instagram and administrative coordination in Hotels in Rivers State; there is a significant moderate relationship between Instagram and information accuracy in Hotels in Rivers State. It was concluded that consequent improvement in the adoption of Instagram in Hotels in Rivers State brings a corresponding enhancement in administrative communication health in Hotels in Rivers State in terms of administrative coordination and information accuracy. Thus, the study recommends that management of hotels should provide digital incentives such as free data subscription, wifi etc. for constant access to network

Keywords: *Instagram, Administrative Communication Health, Administrative Coordination and Information Accuracy.*

Background of Study

Communication is the hub of every administration. All administrative activities of tertiary institutions revolve around communication. A poor communication system can lead to administrative inefficiency due to lack of coordination and sharing of ideas among various units and individuals in the organization (Otamiri, 2019). On the other hand, a healthy communication system makes room for a smooth administrative operation. Within the context of this work, administrative communication health refers to an ideal administrative reality where decision, procedures and all information contents are effectively shared on time to the point that operational activities are properly coordinated and there is a smooth flow of administrative activities. In the administrative system of hotel, communication can be said to be healthy when letters, memos, circular and all information contents are disseminated on time, accessed by the targeted receivers and action is being taken in the direction of the information received (Clement, 2018).

Administrative communication cannot be said to be healthy when administrative updates are habitually sent and accessed very late (Nmehielle, 20219). It is important to note here that successful or healthy administrative communication effort is often associated with accuracy of

information contents and feedback. If correspondences are received on time but do not clearly communicate the intended administrative message, administrative staff will not only be misinformed, they are most likely to commit lots of administrative blunders. The essence of administrative communication is to ensure smooth information flow and a properly coordinated work system (Greg, 2020).

Apart from instant messaging, pictures and videos are important ways of communicating which justify the use of Instagram as a dimension of workplace new media. Instagram is an internet based mobile application, which allows users to share their photos and videos to their followers or customers. Instagram was founded in 2010 (Bergstrom & Backman, 2018). According to Instagram (2014) as cited in Dennis (2017) Instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user. Instagram allows users including administrative staff of hotels to snap photo or video anywhere they are at any time and share it with their followers nationally and also internationally (Dennis, 2017). According to Bevins (2018), users are able to take a 15 seconds long video and 13 artistic filters are available for users to edit their photos. Many administrative staff from the observation of the researcher see Instagram as much more technical with restrictions of content length and volume. Due to this view, it has been observed that they deliberately decline the use of Instagram hence making them lack the required skill to make judicious use of Instagram.

Statement of the Problem

One of the issues that necessitated this study is the apparent communication issues bedeviling some of the hotels in Rivers State. The administrative system of some of hotels in Rivers State appear to be sick in terms of communication. Some of the factors suggesting that all is not well with the administrative communication activities of some of the hotels include slow administrative processes, late dissemination of administrative information and updates, ineffective implementation of administrative decisions, administrative mistakes, and general lack of orderliness across offices in the administrative system (Odu, 2021).

Another issue that appears to be associated with the administrative communication efforts of Hotels is information inaccuracy. A study done by Nmehielle (2019) attests to the fact that some of the information contents shared in the administrative systems of hotels are fraught with ambiguities and errors with makes it difficult for users to fully grasp what is being communicated. It is actually surprising that in spite of the proliferation of smart devices such as computer systems, laptops, routers, and smart phones, most of the Hotels in this part of the world are predominantly still do not have Instagram page where they could rely on to necessitate administrative communication health. These issues necessitated this study.

Conceptual Framework

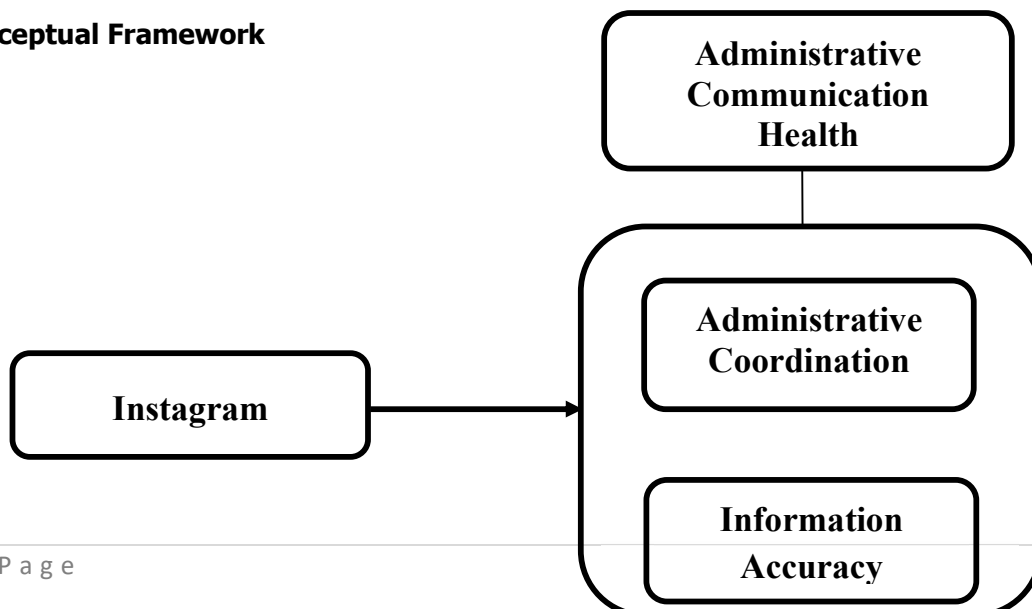


Fig. 1: Conceptual Framework Showing Relationship between Instagram and Administrative Communication in Hotels in Rivers State.

Source: (Matilda 2017; Salomon, 2013; Clement, 2018).

Aim/Objectives of the Study

The aim of the study was to examine the relationship between instagram and administrative health in Hotels in Rivers State. The specific objectives of the study were as follows:

1. To investigate the extent of relationship between instagram and administrative coordination in Hotels in Rivers State.
2. To determine the extent of relationship between instagram and information accuracy in Hotels in Rivers State.

Hypotheses

The following null hypotheses were formulated to guide the study:

Ho₁: There is no significant relationship between instagram and administrative coordination in Hotels in Rivers State.

Ho₂: There is no significant relationship between instagram and information accuracy in Hotels in Rivers State.

Conceptual Review

Concept of Instagram

According to Bergstrom and Backman (2018), Instagram is founded in 2010. Thus, it is an internet based mobile application, which allows users to share their photos and videos with others. However, Dennis (2017) submitted that instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user. Instagram allows users to snap photo or video anywhere they are at any time and share it with their followers nationally and also internationally. Operationally, Instagram refers to an internet based mobile application, which allows users to share their photos and videos to their followers or customers. Instagram is said to be the one of most popular new media among the college students in the United States (Salomon, 2013). Following the press released from Instagram 2014, Instagram has 100 million monthly active users, 40 million photos were uploaded per day, 8,500 likes and 1,000 comments gained per second. Instagram in hotels in Rivers State manifests through Instagram stories and Instagram chat.

Instagram Stories: In August 2016, Instagram launched Instagram Stories, a feature that allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours. It lets Instagram accounts post photos and videos that vanish after 24 hours. From its launch date till now more than 500 million Instagrammers use stories daily. If you've ever thought about experimenting with stories to boost your reach or engagement, now is the perfect time. Instagram stories also encompasses filters and can be paused as well as replayed (Tekulve & Kelly, 2013).

Instagram Chat: This feature in Instagram allows Instagram accounts and users to send direct messages and get reply. The chat box enables Instagram users to type in what is in their mind and send to another user with an expectation to receive feedback The Instagram chat feature also helps Instagram users to create groups where other users can join. Also, chat group can be created from Instagram story chat (Maravic, 2013). This new feature is called the "Chat" feature in your Instagram Story. It is the same as creating a Group Chat in your Direct Messages (DMs). The only difference is that you can start a chat directly with people who are watching your Insta Stories.

Concept of Administrative Communication Health

It is important to first highlight what administration means before discussing in detail the concept of administrative effectiveness. The English verb "administer" and the noun "administration" were derived from the Latin word "administracionem" which means 'aid', 'help', 'cooperation', 'direction', 'giving', 'dispensing', and 'handling' (Mbiewa, 2018). Heads of Administrative Departments work with a team of experienced and trusted to enable operational activities run the system smoothly (Aboonye, 2014). However, administrative communication health as the positive response to administrative efforts and actions with the intention to accomplish operational activities. It is also defined as the product of a situation in an administrative system where information is accessed by designated officers on time and office activities are properly coordinated. Healthy administrative communication is tremendously important to organizations because it increases productivity and efficiency.

Nevertheless, administrative communication health is the central binding force that permits coordination among people and thus allows for organized behaviour. Healthy administrative communication helps greater coordination and interaction among workers, healthy administrative communication helps in motivating the workers, and healthy communication helps in establishing links between different hierarchies and functions of management, healthy communication clears confusion, misunderstanding and delays in administration, it helps in achieving maximum productivity with minimum cost, it helps in building genuine human relation (Buchanan & Doyle 2019). Unhealthy administrative communication leads to communication gaps between management/administrative staff and other employees, which causes confusion, wastes time, and reduces productivity. Misunderstandings that cause friction between people can be avoided by communicating in a healthy manner. Hence, administrative communication health of hotels in Rivers State is measured through administrative coordination and information accuracy.

Measures of Administrative Communication Health

Administrative Coordination: A well-coordinated administrative system is one where the administrative system preplanned activities and ensures that instructions are followed to the letter. Office workers in such a work setting are well organized and they go by the rules and schedules rather by impulse (Adebakin, 2012). Administrative coordination refers to effective planning, effective organizing, effective staffing, effective directing, effective reporting, and effective budgeting. The activities of any business venture including hotels can only be said to be effectively coordinated when all there is proper planning, when reports are been made to the right person at the right time.

For there to be an effective coordination in the workplace especially hotels, a clear definition of roles and responsibilities must be emphasized (Viinamäki, 2014). Administrative coordination is the essence of management for the achievement of harmony of individual effort towards the accomplishment of group effort (Narang, 2018). It is a process by which the administrator achieves harmonious group effort and unity of action in the pursuit of a common purpose. One of the signs that an administrative system is well coordinated is in its ability to get target/tasks accomplished on time in a smooth way. Effective coordination is an ideal state where work schedule and all activities of an office are clearly and properly organized to the point that work flows in an orderly manner (Greg, 2020).

Information Accuracy: Information can be encoded into various forms for transmission and interpretation (for example, information may be encoded into a sequence of signs, or transmitted via a signal) as it suits the sender. Information accuracy can be stated as mistake free, error free, correct, conformity to truth, or exactness to a standard or model, and accuracy states that facts or the version of events presented have been corroborated by multiple reliable sources (Ciriello in Boella & Leendert, 2016). Information accuracy is the extent to which information contents generated and shared carry all necessary details and free from

errors. Accuracy is to be ensured that the message therein the information is correct and without any mistake.

Relationship Between Instagram and Administrative Communication Health

In the modern business organization, work related activities are becoming easier through the adoption of social media platform such as Instagram. Many companies are now commonly using social media (Instagram) to communicate healthily and promote their brands and to maintain a friendly relationship with their customers or clients who needs their services or products (Saravanakumar & Lakshmi, 2012). Aside from having an account in Facebook and Twitter, new media platform like Instagram is coming in to provide another platform for all kind of employees especially administrators to perform better and enhance administrative communication health in terms of administrative coordination and information accuracy. Lately, there are many businesses including hotels that are starting to integrate their business with the Instagram experience (Tekulve & Kelly, 2013). According to an article published on BBC News, study has found and said that a large amount of the top brands around the world are using Instagram as one of their tool for effective communication and as a marketing strategy.

Instagram can help a company to promote their products or services (Bevins, 2018). The point that makes Instagram different from other new media is that Instagram is applying a visual based strategy that is healthier and efficient in communication (Hird, 2013). Everything about Instagram is about photograph which helps to stick information in the minds of employees (Linashcke, 2011). Instagram has found to be an effective way to advertise a product and services as it is said that a picture speaks a thousand words (Silva et al., 2013). Additionally, Instagram has been found to have the ability to help one in saving cost for brand designing. Every image taken for a product can be edited and filtered using the Instagram functions (Herman, 2014). According to Barnes in (Dennis, 2017), Instagram has provided a function known as "hash tags" (#) for the convenience of indicating the relevant photos and videos to the products and services of a business which has been found to be very effective to that regard. Dennis (2017) also found and mentioned that by clicking the hash tags, it allows the Instagram users to view pictures and videos that is relevant to the hash tag thereby getting the needed information. Therefore, many hotels are now having an Instagram account to promote their products like the meals and show the environment.

Theoretical Review

This work was anchored on socio-technical theory. The socio-technical theory was attributable to Eric Trist, Ken Bamforth and Fred Emery, during the World War II era (1939-1945) with the following assumption:

- i) The interaction of social and technical factors creates the conditions for successful (or unsuccessful) system performance (Walker, 2016). These interactions are comprised partly of linear cause and effect' relationships, the relationships that are normally 'designed', and partly from 'non-linear', complex, even unpredictable relationships, which are those that are often unexpected.
- ii) The second major principle of socio-technical theory is that "optimization of either socio, or far more commonly the technical, tends to increase not only the quantity of unpredictable, 'un-designed', non-linear relationships, but those relationships that are actually injurious to the system's performance" (Walker, 2016). Thus, second principle of socio-technical theory hinges on joint optimization. This second principle holds that improving only one aspect of the organization (e.g. the Administrator) and abandoning the other element (instagram) will be detrimental to the organization or firm. Both the Administrator and Instagram of an organization must be optimized simultaneously for expected results to be achieved.

The justification of the socio-technical theory as the theoretical foundation of this study is based on the fact that the theory is related to the predictor variable (Instagram). It explains and predicts how the use of Instagram in terms of Instagram stories and Instagram chat optimize administrative communication health in terms of administrative coordination and information accuracy.

METHODOLOGY

The cross-sectional explanatory survey research design was adopted for the study. The population of the study consisted of one hundred and fifty-three (153) registered and fully functional hotels in Port Harcourt considering accessibility. The random sampling technique was adopted for the study. Out of one hundred and fifty-three (153) hotels in Port Harcourt the focus city in Rivers State, twenty-eight (28) hotels were randomly selected as the geographical focus of this study. Thus, the sample size of the study was two hundred and twenty-four (224) administrators who are administrative heads of units/departments. Structured questionnaire was used as the main instrument for the collection. Face validity was adopted and Crombach alpha via SPSS (Statistical Package for Social Sciences) was used to ascertain the reliability of the instrument. Out of two hundred and twenty-four (224) copies of questionnaire distributed, two hundred and eight (208) copies of the completed questionnaire were retrieved. Thus, Spearman's Rank Order Correlation Coefficient was used for the bivariate analyses. The coefficient will be computed with the formula overleaf:

$$R = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Where;

n = number of pairs of data

d = different between the ranking in each set of data.

Σ = Summation

Result

Ho₁: There is no significant relationship between instagram and administrative coordination in Hotels in Rivers State.

Table 1: Correlation of Instagram and Information Circulation

		Instagram	Administrative Coordination
Spearman's rho	Instagram	Correlation	1.000
		Coefficient	.940**
		Sig. (2-tailed)	.000
	Administrative Coordination	N	208
		Correlation	.940**
		Coefficient	1.000
	Sig. (2-tailed)	.000	
	N	208	

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

Table 1 above reveals r value of 0.940 at a p=0.00<0.05 for the hypothesis relating Instagram and administrative coordination. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho₁) which states that there is no significant relationship between instagram and administrative coordination in Hotels in Rivers State was rejected and the alternate accepted. This implies that there is a very high significant positive relationship between instagram and administrative coordination in Hotels in Rivers State.

Ho₂: There is no significant relationship between instagram and information accuracy in Hotels in Rivers State.

Table 2: Correlation of Instagram and Information Accuracy

		Instagram	Information Accuracy
Spearman's rho	Instagram	Correlation Coefficient	1.000
		Sig. (2-tailed)	.491**
	Information Accuracy	Correlation Coefficient	.491**
		Sig. (2-tailed)	.000
		N	208

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

Table 2 above reveals r value of 0.491 at a $P=0.00 < 0.05$ for the hypothesis relating Instagram and information accuracy. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho₂) which states that there is no significant relationship between instagram and information accuracy in Hotels in Rivers State was rejected and the alternate was accepted. This means that there is a significant moderate relationship between instagram and information accuracy in Hotels in Rivers State.

Discussion of Findings

The test of hypotheses one and two revealed the following there is a very high significant positive relationship between instagram and administrative coordination in Hotels in Rivers State; there is a significant moderate relationship between instagram and information accuracy in Hotels in Rivers State. This implies that the adoption of Instagram in the workplace today, goes a long way in enhancing administrative communication. This set of findings is in consonance with Bevins (2018) that Instagram enhances office communication and makes the coordination of administrative activities less stressful. The study equally revealed that video and pictorial effects of Instagram makes it easier for administrative systems to share accurate and verifiable information about their products.

Similarly, the finding is in line with the findings of Linaschke (2011) that Instagram has found to be an effective way to advertise a product and services as it is said that a picture speaks a thousand words (Silva et al., 2013). Additionally, Instagram has been found to have the ability to help one in saving cost for brand designing. Every image taken for a product can be edited and filtered using the Instagram functions (Herman, 2014). Dennis (2017) found that Instagram has provided a function known as "hash tags" (#) for the convenience of indicating the relevant photos and videos to the products and services of a business which has been found to be very effective to that regard. Dennis also found and mentioned that by clicking the hash tags, it allows the Instagram users to view pictures and videos that is relevant to the hash tag thereby getting the needed information.

CONCLUSION

Base on the findings, the study concluded that Instagram has a positive relationship with administrative communication health of Hotels in Rivers State in terms of administrative coordination and information accuracy. This implies that consequent improvement in the adoption of Instagram in Hotels in Rivers State brings a corresponding enhancement in administrative communication health in Hotels in Rivers State in terms of administrative coordination and information accuracy. Thus, the more hotels adopt Instagram, the more their administrative communication becomes healthier.

RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. Administrative heads should continue to regularly share organizational pictures on their official Instagram page to keep workers regularly informed and well coordinated to perform their duties.
2. Management of hotels should provide digital incentives such as free data subscription, wifi etc. for constant access to network.

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