

A study on the Evaluation of the Data overload and its relationship to improve the performance of the National Bank branches in East Azerbaijan province

Gholam Reza Rahimi^{1*} and Sane Ali Khanlou²

1- PhD, Public Administration, Islamic Azad University, Bonab, Iran

2- Master, Public Administration Islamic Azad University, Bonab, Iran

Corresponding author: Gholam Reza Rahimi

ABSTRACT: This study examined the relationship between the Evaluation of the Data overload and its relationship to improve the performance of the National Bank branches in East Azerbaijan province. The population is National Bank branches in East Azerbaijan province staff as a community of 360 people is considered. The validity and reliability of the questionnaire was examined them with the community. To analyze the data obtained from the questionnaires collected from descriptive and inferential statistical methods were used. Thus, for classification, summarization and interpretation of statistical data, descriptive statistical methods and assumptions were used to test the analytical level.

Keywords: Data overload - performance - National Bank branches - East Azerbaijan province.

INTRODUCTION

Information overload (also known as in obesity or intoxication) refers to the difficulty a person can have understanding an issue and making decisions that can be caused by the presence of too much information (Yang, 2003). The term is popularized by Alvin Toffler in his bestselling 1970 book *Future Shock*, but is mentioned in a 1964 book by Bertram Gross, *The Managing of Organizations* (Gross, 1984). Speier et al. (1999) stated:

“Information overload occurs when the amount of input to a system exceeds its processing capacity. Decision makers have fairly limited cognitive processing capacity. Consequently, when information overload occurs, it is likely that a reduction in decision quality will occur.” (Speier, 1999).

In recent years, the term "information overload" has evolved into phrases such as "information glut" and "data smog" (Jones, 1995). What was once a term grounded in cognitive psychology has evolved into a rich metaphor used outside the world of academia. In many ways, the advent of information technology has increased the focus on information overload: information technology may be a primary reason for information overload due to its ability to produce more information more quickly and to disseminate this information to a wider audience than ever before (Wikipedia, 2005).

A performance, in performing arts, generally comprises an event in which a performer or group of performers behave in a particular way for another group of people, the audience. Choral music and ballet are examples. Usually the performers participate in rehearsals beforehand. Afterwards audience members often applaud. After a performance, performance measurement sometimes occurs. Performance measurement is the process of collecting, analyzing and/or reporting information regarding the performance of an individual, group, organization, system or component.

The means of expressing appreciation can vary by culture. Chinese performers will clap with the audience at the end of a performance; the return applause signals "thank you" to the audience (Brown, 2006). In Japan, folk performing arts performances commonly attract individuals who take photographs, sometimes getting up to the stage and within inches of performer's faces (Thornbury, 1997).

Sometimes the dividing line between performer and the audience may become blurred, as in the example of "participatory theatre" where audience members get involved in the production.

Theatrical performances can take place daily or at some other regular interval. Performances can take place at designated performance spaces (such as a theatre or concert hall), or in a non-conventional space, such as a subway station, on the street, or in somebody's home.

Definition of terms and Methodology

In this study to collect the data is used by questionnaire. Thus, in order to compile the literature of library and collection of field data to test research hypotheses used.

Data collection for this study the standard questionnaire that collected and developed which varies according to the operational definition of research on the theory of experts have defined.

Research Variable

Variables

data overload and performance improvement

Questionnaires scorings

The purpose of the questionnaire is a standard tool to assess due to the both variables. This instrument consists of items on a Likert design and the device from very low to very high scaled. Option value is too low = 1, low = option 2, option 3 = moderate, 4 = high option 5 is too many options.

Scoring and interpretation of the results of research tools:

For each option 5 strongly agree, agree, 4, neither agree nor disagree 3 Disagree 2 Disagree 1 rated and fully considered the question of calculating the sum of points is calculated.

Research Hypothesis

1. Between data overload and performance improvement in National Bank branches in East Azerbaijan province, there is a significant relationship.
2. Between data overload and male and female in National Bank branches in East Azerbaijan province, there is a significant relationship.
3. Between performance measurements and male and female in National Bank branches in East Azerbaijan province, there is a significant relationship.
4. Between data overload and university lectures in National Bank branches in East Azerbaijan province, there is a significant relationship.

MATERIALS AND METHODS

This project has been done by questionnaire with high reliability and validity among 360 sample (Male and Female) in different corporations in Melli bank branches in East Azerbaijan.

Numbering research questions to analyze the total amount of the score of the questionnaire has been numbered in five as following:

Totally disagree = 1, disagree = 2, somewhat = 3, agree = 4, agree = 5

Data Analysis

To assess normal distribution, Descriptive statistics was applied. But the data was not normal and does not have normal distribution then the non-descriptive statistic has been used. To determine the relationship between two variables. Kolmogorov –Smirnov Test was used and for checking the hypothesis' significance Chi –Square have been used. And the number of participants were 360 staff.

RESULTS AND DISCUSSION

Results

Below tables shows the results of data analysis for the instrument – citizens' knowledge and service transformation questionnaire which is used in the study.

Table 1. Descriptive statistics for sex status

Marital Status	Profusion	Percentage
Women	157	44
Man	203	56
Total	360	100

In order to evaluate the study of sex status table 1 shows that 44 % of participants are women and 56% are man (see Table 1).

Table 2. Number of questions in questionnaire

Type of Organization	Number of questions	Alpha Cronbach
Data overload	16	0.73
Performance	14	0.95
Total	30	-----

To evaluate the Number of questions in questionnaire shows that both are equal (see Table 2).

Table 3. Descriptive statistics for employees' Experiences of work

Experiences years	Profusion	Percentage
Below 5	65	18
6-10	105	29
11-15	61	17
16-20	46	13
20 and more	83	23
Total	360	100

To evaluate the experience of participants descriptive statistics shows that most of participants have 6-10 years experiences and the second rank is for 16-20 years. (See Table 3).

Table 4. Descriptive statistics for participants' Types of university degree

Types of university degree	Profusion	Percentage
diploma	105	29
Diploma-2	47	13
Bachelors	132	37
Masters and above	76	21
Total	360	100

To evaluate the years of old descriptive statistics shows that there is more distribution in the math and as Table 4 shows this but less participants are in math.

Table 5. Intangible structure coefficient
T test on organizational development for analyzing hypothesis

Path From Variable	To Variable	significant number	coefficient T
Data Overload	Performance improvement	0.000	1.8
Data Overload	Male and Female	0.001	3.4
Performance improvement	Male and Female	0.037	2.09
Data Overload	University Course	0.000	1.10 (F)

Level of Knowledge Sharing varies significantly between the second variables and the numbers vary from 1.80 to 3.4 and represents the relationship between two variables among different types of organizations are significant in the level of 95 % confidence.

The path coefficient between these two variables are 1.80 to 3.4 and the amount of variable effects on invisible structure variable indicates the development of two variables. In other words, significant number are 0.000, and 0.037.

Discussion and Implications

The result of the hypothesis test showed that with 95% confidence we can judge that between data overload and performance improvement in different Melli bank branches there is a direct and significant.

REFERENCES

- Brown JU and Brown J. 2006. *China, Japan, Korea Culture and Customs*. North Charleston: BookSurge. p. 55. ISBN 1-4196-4893-4.
- Gross Bertram M. 1964. *The Managing of Organizations: The Administrative Struggle*. p. 856.
- Jones B. 1993. "An Age of Discontinuity", in *Sleepers Wake! Technology and the Future of Work*, 3rd Ed., Melbourne, Oxford University Press, pp. 11-45.
- Speier C, Valacich J and Vessey I. 1999. "The Influence of Task Interruption on Individual Decision Making: An Information Overload Perspective". *Decision Sciences*30.
- Thornbury B. 1997. *The Folk Performing Arts: Traditional Culture in Contemporary Japan*. Albany: State University of New York. p. 12. ISBN 0-7914-3255-6.
- Yang CC, Hsinchun C and Honga K. 2003. "Visualization of large category map for Internet browsing". *Decision Support Systems* 35 (1): 89–102.