

Determine Priorities and Assess the Effectiveness of Cultural Activities Steel Company from Employee

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Abstract

This research aimed to determine the priority of cultural activities and assess the effectiveness of it staff's steel company. The Statistical Society of all the company's employees to the number formed from the 5,000 among 400 people with the use of the formula sampling Cochran as a random sample stratified sampling method and chooses. A research tool inventory researcher in four dimensions of cultural activities (recreational, religious, educational and social services) and in three parts, the first part of the second part of the demographic characteristics, cultural activities and priorities part III assessing the effectiveness of cultural activities. Validity of the questionnaire is based on the priority which the coefficient of cronbach 87/0 and evaluate the effectiveness of the 91/0 was estimated. For descriptive analysis at the level of the average and standard deviation and inferential level of single t-test, Friedman test, analysis of variance and LSD was used. The results indicated in the priorities in order of religious services, recreational activities, and with the average (3.12), (2.91), (2.81), (1.80). In the assessment of the effectiveness of the service, to arrange religious activities, educational and entertainment with the average (3.16), (2.48), (2.25), (2.12). The results also showed in the demographic variables by employment category and age differences mean priority cultural activities was not significant and meaningful on the basis of marital status, education and work history view.

Key words: culture, cultural activities, assessment, priority, the staff's steel company

Introduction

Pay attention to the importance of cultural activities to find out the role of culture and the necessity of expansion of it in organizations today, the large significance. Although a large range of cultural activities to be included but pay attention to the cultural needs of measurement, depending on cultural planning, strengthen cultural input and use of the cultural budget in line with regard to the quality of cultural activities take place. Therefore, as one of the topics of the research studies in the field of culture and cultural management is worth attention.

Statement of Problem

The cultural activity, activity that revolves around the production, transfer, use and consumption, using the definitions and symbols and shape change and improvement of psychical life are people's spiritual form. This activity in its purest forms and creative, to the creation of cultural works and creating leads. The work of artists, poets, philosophers, scholars and produced audio and video and written forms of the providers. Do. But in the typical forms and conventional, the activity and using it to grow and there is help your prosperity. In other words, cultural activities, an activity that are the members of a society are achieved through their formation, their talent and their personality development and spread of speakers[1].

In order to define cultural activities, cultural activities to the territory must first clearly determine. Belgrade Conference in 1980, the cultural activities include: cultural heritage, music, fine arts, Visual Arts, cinema and dramatic photography, radio programs, social activities, sports and play in nature and the environment, as is [2]. The UNESCO "culture of daily life and behavior of people in a community that is a result of their beliefs and beliefs" has defined[3].

Culture in a category to be divided into several categories. Describe the culture (the culture of the structural elements attention) historical definitions (emphasis on the social heritage or traditions) normative definitions (relying on the base or way) psychological explanations (see tool to solve problems) the structural definitions (emphasis on the structure of culture) genesis definitions (depending on the product being a culture in the form of symbols and ideas) will be classified [4].

The first definition is the most comprehensive and defined according to the specialists of Taylor (1871) the people he is English culture, spirituality, "set in complex includes knowledge, belief, beliefs, arts, industry, technology, ethics, law, laws, customs, and finally all the capabilities and habits of behavioral and knows that their man is coming as a member of the community, and the community of the duties and obligations contained in the Covenant are defined [5].

Cultural statistics guide UNESCO (1986) theoretical basis of statistical activities of the institutions of cultural activities with the collection and regulation. This guide lists the sections of Prime preparation and then the data required for the various stages of the means in the creation, production, distribution, consumption and maintain a matrix presentation. The ideas of appearing on UNESCO are as follows: 1-publications and literature, 2-cultural heritage 3- of auditory media arts 4-demo audio visual analog media and 5- social and cultural activities 6-sports and play. The following indicators can be used for fine person and cognitive performance in terms of: 1- research index education index 2-index of the publication of books,3-newspapers, magazines 4-production indices of music, dance, theater, Opera, film, television programs, paintings are 5-indices of consumption of books, magazines, newspapers and music production 6-consumption index dance, theatre, Opera, video of the conveyer .

Staff of an organization, not only in the sphere of their professional activity; but in the realm of symbolic links, and enhance their mental and psychological instrument field requires. On the one hand the activity of organizational cohesion can field form a rich and responsive organizational culture on the one hand and increasing the quality of working life and professional activities and cultural links outside of the Organization's cause. The impact of cultural activities in the growth and organizational efficiency as well as pause; activities of the

group in the form of cultural activities on cultural work need not create happiness and vitality can be created, job motivation and ultimately in the efficiency and effectiveness of the Organization to be effective.

Therefore, given that cultural organizations are often multiple programs and a variety of action and a lot of costs also will spend in this area it is necessary to issue the required and desired performance evaluation done pay-a tool for planning future activities in cultural and other abuse of satisfaction and feedback your staff these activities in the language. On this basis the question of the investigation now focused on addressing this question, which is effect of cultural activities is part of the staff and how to be? These activities are in direct relation to steel company employment researcher and this company because of the importance in identifying the strengths and weaknesses of the cultural institution performance was chosen.

Objectives of the research

1-determine the priorities of the cultural activities of Esfahan's steel company employees

1-1-determine the priorities of Esfahan's steel company's cultural activities in the training of the staff

1-2-determine the priorities of Esfahan's steel company's cultural activities in the religious dimension of the response staff

1-3-determine the priorities of Esfahan's steel company's cultural activities in the entertainment of the staff

1-4-set priority of Esfahan's steel company's cultural activities in the service of the staff

1-5-determine the evaluation of the effectiveness of the cultural activities of Esfahan's steel company employees

2-2-assess the effectiveness of the cultural activities of Esfahan's steel company employees in educational

2-1-determine the evaluation of the effectiveness of the cultural activities of Esfahan's steel company employees in the religious dimension

2-2-determine assessment of the effectiveness of the cultural activities of Esfahan's steel company employees in entertainment

2-3-evaluation of the effectiveness of the cultural activities of Esfahan's steel company employees in services

1- A research method

Type a description of the method of collection, research done. Statistical research community includes all employees of steel. In the number of members of society equal to 5000 people. The sample size using the formula sampling Cochran was estimated to be 400. The coefficient of reliability of the questionnaire the questionnaire through SPSS to determine the priority of cultural activities 0/87 and assess cultural activities 0/91 was calculated.

5-The findings of the research

Effectiveness and evaluation of Esfahan's steel company cultural activities from the perspective of employees, to what extent?

Table 1-comparison of average effectiveness score and assess cultural activities of Esfahan steel company 3 and 2 with the hypothetical average

Components	Average	SD	Standard deviation of the mean	T	Degrees of freedom	significance
Cultural activities	4/11	0/59	0/029	37/674	399	0/001
Evaluation of the cultural activities	1/87	0/61	0/048	-2/561	156	0/011

Based on the findings of table 1-average effectiveness of Esfahan's steel company cultural activities from the perspective of staff 11/4 and AVG evaluate cultural activities 91/1. So the effectiveness of Esfahan's steel company cultural activities from the perspective of the staff above the average level and on the evaluation of the cultural activities lower than the average level.

Question 2: efficacy assessment and educational cultural activities in Esfahan's steel company staff to what extent?

Table 2-comparison of the average score the effectiveness and evaluation of educational and cultural activities in the Isfahan steel company with the hypothetical average 3 and 2

Components	Average	SD	Standard deviation of the mean	T	Degrees of freedom	significance
Cultural activities educational		3/95	0/65 0/032	29/210	399	0/001
Evaluation of the cultural activities educational		1/85	0/58 0/043	-3/354	179	0/001

Based on the findings of table 2-mean the effectiveness of educational and cultural activities in Esfahan's steel company staff 95/3 and the average assessment of the educational and cultural activities in the 85/1. Therefore, the effectiveness of educational and cultural activities in Esfahan's steel company staffs is higher than the average level and on the educational evaluation in the next, lower than the average level.

Question 3: the effectiveness and evaluation of cultural activities in Esfahan's steel company after the religious views of employees is to what extent?

Table 3-comparison of average score the effectiveness and evaluation of cultural activities in the Isfahan steel company with religious hypothetical average 3 and 2

Components	Average	SD	Standard deviation of the mean	T	Degrees of freedom	significance
Cultural activities <i>religious</i>	4/02	0/68	0/034	29/831	399	0/001
Evaluation of the cultural activities <i>religious</i>	1/99	0/55	0/040	-0/193	189	0/848

Based on the findings of the table (4-14) average efficacy of religious and cultural activities in the Esfahan's steel company staff 02/4 and the average assessment of the religious and cultural activities in the 99/1. So the efficacy of religious cultural activities in Esfahan's steel company staff is higher than the average level of cultural activity in the evaluation. so the religious dimension in the middle level.

Question 4: the effectiveness and evaluation of recreational and cultural activities in Esfahan's steel company staff to what extent?

Table 4-comparison of average score the effectiveness and evaluation of recreational and cultural activities in the Isfahan steel company with the hypothetical average 3 and 2

Components	Average	SD	Standard deviation of the mean	T	Degrees of freedom	significance
Cultural activities <i>recreational</i>	4/23	0/66	0/033	37/232	399	0/001
Evaluation of the cultural activities <i>recreational</i>	1/78	0/72	0/050	-4/223	208	0/001

Based on the findings of table 4-average effectiveness of recreational and cultural activities in Esfahan's steel company staff 4/23 and the average assessment of recreational and cultural activities in the 1/78. The effectiveness of cultural activities in Esfahan's steel company resorts staff is higher than the average level and on the assessment in the lower middle level of the entertainment.

Question 5: the effectiveness and evaluation of cultural activities in Esfahan's steel company after service of the response staff is to what extent?

Table 5 compares the average score the effectiveness and evaluation of cultural activities in the Isfahan steel company servicing the hypothetical average with 3 and 2

Components	Average	SD	Standard deviation of the mean	T	Degrees of freedom	significance
Cultural activities Services	4/24	0/53	0/026	46/361	399	0/001
Evaluation of the cultural activities Services	1/92	0/65	0/047	-1/572	184	0/118

Based on the findings of table 5-average efficacy of cultural activities in Esfahan's steel company after service of the response staff 4/24 and average assessment service in cultural activities 1/92. So the effectiveness of cultural activities in Esfahan's steel company after service of the response staff is higher than the average level. The assessment of cultural activities in the medium-level services

Now the question is whether the effectiveness of the dimensions of the same cultural activities? Based on the same test of Friedman for ranking factor was used. The outcomes of these rankings in tables 6 and 7.

Table 6-average rating factor for the effectiveness of the dimensions of the cultural activities

Agent	Average ranking
Services	2/99
Entertainment	2/18
Religious	1/82
Educational	3/01

The results of table 6-mean rating the effectiveness of the dimensions of the cultural activities service then shows the highest rating and training the next lowest rank to themselves.

Table 7-cultural activities effectiveness test Freedman

N	400
The amount of Chi two	270/524
Degrees of freedom	3
The level of significance	0/000

The results of table 7-indicate that the results between the effectiveness of the cultural dimension of the activities at the level of $p > 0/001$ is significant (amount of Chi two 270/524). Therefore, a

research question that significant differences between the set of effectiveness dimensions there are cultural activities, is OK.

Table 8-average rating factor for the assessment of the dimensions of the cultural activities

Agent	Average ranking
Services	3/16
Entertainment	2/48
Religious	2/24
Educational	2/12

The results of table 8-average ranking evaluation dimensions of cultural activities show the next highest religious rank and then touring the lowest rank.

Table 9-cultural activities evaluation test of Friedman's

N	157
The amount of Chi two	67/389
Degrees of freedom	3
The level of significance	0/000

The results of table 9 indicate that the results of the evaluation of the cultural dimensions of the among the activities at the level of $p > 0/001$ is significant (amount of Chi two 67/389). Therefore, a research question that significant difference between the cultural dimensions of assessment collection activities there, OK.

Discussion and conclusions

The fundamental role of education in ensuring the survival of the cultural and religious activities and efforts. On the other hand the cultural promotion and development by also depends on the training. Our educational programs for effective social strata are intended. With proper training, this stratum of society can be as naive to realize the concept of the cultural and the cultural ideals of reaching effective steps we have taken. For this reason, the growth and development of the specialized training is one of the main approaches of educational and research organization. In today's world, to extract a particular importance of specialized training management. Whereas these issues in the past were commonplace and were considered as a primary school. Establishing correct relations and the creation of educational, education in the field of education goals, too. Reference groups and training of social presence, elegance of the special is a must. Must b. specialized training and for the grace of God, we put some that our target community educational needs provision and welcomed it. For this reason, recurring tasks in parallel tasks and deep b. specialized training is hot. Other effective factors in the realization of the goals of the specialized training, cooperation and participation of target groups.

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