

**Research Article**

**IDENTIFY FACTORS CONTRIBUTING TO THE CREATION AND  
DISSEMINATION OF RUMOR IN PUBLIC ORGANIZATIONS CASE  
STUDY: WEST AZERBAIJAN PROVINCE CENTERS  
PAYAME NOOR UNIVERSITY**

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**ABSTRACT**

The overall goal of the present study was to identify factors contributing to the creation and dissemination of rumor governmental organizations (Payame Noor University of West Azerbaijan province) is. Of the present study is a descriptive survey was conducted in the field. The population includes all employees of Payame Noor University West Azerbaijan province, which is the formula to calculate the volume of the sample through Cochran, 220 respectively. Data collection for the study and a researcher made questionnaire response packet, including components are twenty-seven. They then tested the validity and reliability was used by professors Department. In the present study was to analyze the collected data using descriptive and inferential statistics were used. Thus, classification, summarization and interpretation of the data collected to test the research hypotheses using descriptive statistics and inferential statistical methods (Kolmogorov-Smirnov test, chi-square test, Friedman test) using SPSS software is used. The results show that each of the five categories of factors information, group, individual, Organizational and environmental Influential in the creation and dissemination of rumor in government agencies and between the five categories of factors that influence the creation and dissemination of rumor, is significant. In other words, Friedman test showed that the mean of five variables are obvious differences and The highest organizational factors are mean to other factors.

**Keywords:** Rumor, Organization, Organizational Gossip, Rumor Propagation Path and Payam Noor University

**INTRODUCTION**

One of the problems facing the organization, organizational rumors. The message is unconfirmed rumor mouth turns and puts a lot of positive and negative effects. Rumors of an aspect of behavior that can have a positive or negative aspect. Organizational rumors and negative aspects of the organization's staff recognized that the energy waste and prevented the fulfillment of the obligations and duties to employees (Khanifar *et al.*, 2013).

The constructor is useful for both corporate executives malicious rumors, of any changes made in the organization, rumors in the market is hot. Organizational rumors when they do not control the system will create disorder and turbulence. While many organizations to help Gossip and Rumors car to some of the issues are, to control the affairs of others or society in the face of rumors that have been spread out, hire a professional to combat rumors (Bordbar and Bagherzadeh, 2010). Rumors are spreading misinformation through damage to the organization. The rumors can lower staff morale and productivity in reduce. Nevertheless everything about the negative rumors, but also the potential benefits can be achieved in this way. For example, managers can assess the impact of organizational rumors of new policies and procedures to be observed by the staff response to these policies to properly use. This means that before the implementation of these policies through the channels known rumor in the organization, this policy is issued for the implementation of this policy measure employees' actions. Organizational and institutional factors are important predictors of rumors. Practices and the dissemination of information on the nature, structure and dynamics of organizational rumors affect (Khanifar *et al.*, 2013).

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#### **Factors Contributing to the Creation of Rumors in the Organization**

For the society, the phenomenon of formation and rumor spread among the audience, need to stay fit and causes and factors that accelerate its move. Generally, factors affecting the creation and dissemination of the rumor are organized as follows:

1. Lack of sufficient information on the organization, one of the main reasons rumor, lack of information about the areas and issues that are important to employees.
2. Lack of job security in an organization, employees and employees who feel their job security is low and thus the anxiety of being caught are unemployed, More likely than others to perceive negative events and are ready.
3. Conflicts between employees: emotional or affective conflicts between employees could also lead to the creation and dissemination of various types rumored to be (Saatchi, 2002).
4. Intensity of emotions and emotional tension when emotions become more intense inner, psychological operations specialists can target more quickly rumors spread in society and affect more people (Khanifar *et al.*, 2012).
5. Motivated deception and diversion works: Some rumors are motivated deception, deceit, deception and distract the minds of people and society of the natural route and try to achieving the goals of the spread (Afrooz, 2012).
6. Threatening motives: Sometimes the rumors spread that there is no incentive other than the threatening others. Some people show their true capabilities and other powers try Direct and indirect emissions gossip, parties or conflict of interest with the threat and made a mental torment, undermine their morale and to achieve their objectives (Afrooz, 1999).
7. Curiosity searches: In many cases, people who have never heard the rumors going with previous intentions seem important news (rumor) and the impact that they can fulfill their personal and social life, it Try with great curiosity and tell the story (rumor) to individuals seeking to verify the result and find the truth (Afrooz, 2012).
8. Gladden others: Many rumors to please tell others. Many organizations simply because it's fun and interesting rumors are spread and those who believe they are scattered its contents are not, but are sure to drive away those who gather to hear the news, interact (Bahrami, 2005).
9. The involvement of partners (worker or employee)
10. The lack of detailed knowledge of the organization of events: one person was injured in a single hand; the other units are delivered his body (as rumor).
11. Recently Information
12. Create interest, to reach out to managers and employees
13. Knocking: a way of tapping into one, creating a rumor.
14. The attention of the person who has something to say, to attract attention, suggests that something important is at stake.
15. Do not speak clearly
16. Bridging the Silence: Some people do not like to say anything in public, began airing statements are incorrect.
17. The informant character
18. Those who have the power to move, like a juicy Qi, mailman, etc.
19. Hide important Information by managers
20. The lack of participation in decision-making (Rahmani and Nasrabadi, 2001; quoted by Bordbar and Bagherzadeh, 2010).
21. Cold and unfriendly relations
22. Irregular and chaotic atmosphere in the organization
23. Lack of planning and lack of regular structures
24. Discriminate and unfair treatment
25. Social and economic instability and political issues
26. despite the negative attitude of the people against

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27. The delay in the performance of duties (Bordbar and Bagherzadeh, 2010).

#### **Rumor Functions**

Rumors are widely prevalent in organizational change. Change of working conditions, uncertainty and anxiety are created. Rumors can also function in the positive and negative functions. On the positive functions can be limited to reduce anxiety, emotional discharge, change and opportunity, and negative functions can be lowered staff morale, reduced innovation, disruptive behaviors in employees, spread insecurity, anxiety and worry employees, and creating an unhealthy atmosphere noted (Khanifar *et al.*, 2013).

Then spread some rumors may also have benefits and provide incentives to employees to be depleted exciting package and provide incentives to employees to be depleted and therefore closed the excitement on their interest is added to perform job duties (Saatchi, 1991; Khanifar 2011, interview organizational rumors).

In organizations, the rumor has been used for more productivity from employees. Rumors of layoffs and downsizing of the most common of these is the rumor. Officials of the rumored layoffs Drandakhtn though often with greater efficiency among their employees to engage. Unaware of the fear of job loss that followed the fall of the rumors, although it may be effective in the short term but in the long term, creative and cheerful staff will depreciate (Taghva, 2010).

Research suggests that rumor comes in response to the situation and circumstances that are important to them, or that cause anxiety are often vague. Frequently mentioned are the conditions to have all three pillars of the organization, which is why the rumors are made And rumor until the demands and expectations that led to its creation, providing excitement and anxiety reduction is not fulfilled or not, remains in force (Jafariniya and Attaran, 2014).

#### **Rumors the Effects of Organizational**

Rumors have different effects, the most common effects are rumors, Demoralization, Physical stress, the loss of trust between management and employees, increased stress among employees, the loss of trust between colleagues and clients, Reduced productivity and tarnish the reputation of the collective and personal, often mentioned influences are very serious. Effects of gossip can be divided into three groups,

1. External influences (For example Physical stress)
2. The internal effects (For example demoralization)
3. Territorial behavior (For example increased absenteeism unreasonable)

The impact of the group's internal effects can be classified among the effects are severe and affect both the internal behavior of the group of external influences can be classified, the intensity of less. Most rumors seem that the typical changes in the organization, such as a change in personnel, shrink the size of the organization, layoffs and changes in structure (Yahyayi, 2008).

#### **Rumors have Positive Effects on the Organization**

Rumors are certainly an important part of the group or organization's network and understand it is worth it. In this way, managers can understand the spirit of your organization; identify issues that are important for employers and employees to help them reduce their anxiety. Rumors, the high demands of the employees, the employees will also discuss closer to each other and become friends. However, research has shown that this friendship to those outside the group is expensive (Robins, 2011, 345).

One of the most positive aspects of the rumor is that the mechanism for reducing stress. It is proved that the feelings that are kept in the heart, the effects are very damaging rumor and these effects reduce the pain. We know that people need to talk about his new job. This is an important part of human life. Circles rumors to help people to easily talk about this important fact of life. Speaking about the work in the community, the opportunity to change the official policy in favor of their own. This way people can understand the policy and are better able to deal with your job. This communication also allows staff to work with people who are stressed out from work environment, their sympathies (Mishra, 2008).

Rumors can assess employees' reactions to the news before the announcement of the official channels used. In order to reduce the problems caused by rumor, managers can use that information to quickly spread and the employee's reaction to various decisions by engaging in gossip before any decisions are

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visible defects. Rumors can be output as a means to drain the emotion, the contact person to maintain and enhance the attractiveness (Hmasadr, 2010).

#### **Rumor Management**

Management rumor, rumors about the release of new studies and how people believe the rumors and gossip that managers confront organizations (Gawlowiez, 2006).

Rumors of a product to meet the needs of staff and organizational conditions and decisions taken by management or organizational response to abnormal behavior. The three methods for the management of the company are rumored to:

1- The first method is to try to ignore the rumors. Some rumors disappear over time. However, the model of the rumor, if we silence the rumor goes, but at the height of the extent of the rumor, you must pay large financial costs (O'Brien, 2007).

2- If you expect to learn from rumor to come out, have publicly denied it. When the rumor was denied and the sum may seem illogical, it loses its news value. The most straightforward strategy. Rumors of a public company and verify it through advertising and propaganda to undermine the conference.

3- The information must be published as quickly as true (Hmasadr, 2010).

Sepah *et al.*, (2012), as predicted by the attitude of the rumor through personality traits, positive and negative emotions and psychological well done. The purpose of this study was to predict the attitude of the rumor through personality traits, positive and negative emotions and psychological well-being. The results showed that the personality traits of extraversion, agreeableness and conscientiousness According to rumor, there was a significant positive correlation, the personality traits of agreeableness and conscientiousness would be able to predict the attitude of the rumor. Another finding of the study can be expected in view of the rumor was negative emotions. In view of the rumored relationship with psychological well-being was found between psychological well-being and positive relationships with others, self-acceptance, personal growth, purpose in life, and mastering environment significant and positive relationship with the attitude of the rumor is.

Khanifar *et al.*, (2013), the study concluded that the most effective factors in reducing the rumors, the issue of transparency and psychological information. Other issues discussed spirituality that includes health, happiness, wisdom, success and satisfaction. Transparent and honest business practices, as well as a reduction of the corporate malicious rumors.

Hmasadr (2010), in an article entitled rumor management, acceptance and refinement, suggests that management can never destroy the chain of rumors, but you can manage it. First, you must identify and assess risk factors rumors are rumors and secondly to develop principles to be considered. Staff units have a helper to manage its role in spreading rumors play a positive as well. While all staff is involved in the rumor, the collective meetings with employees and their representatives, unadorned and meeting face to face dialogue and the resourcefulness, explained the reasons for their decision.

Brdbarv (2010) conducted a study to investigate rumors of an organization and its management has done. The results showed that the spread of rumors between employees and managers in the organization led to distrust, anxiety, lack of job security, etc. are. The managers of the emission factors and identify the source of the rumor spread that can Rumors institutional controls and use it to achieve their goals.

Ramazani *et al.*, (2009), In a study titled "Dynamic analysis of the propagation of rumor" Using grounded theory method to determine the factors affecting the incidence and spread rumors in an organization And then using a dynamic systems approach to modeling and testing different behaviors in an organization is a rumor phenomenon. The results show that the rumor is dynamically created as a result of the interaction of various factors, this interaction leads to the formation of positive and negative feedback loops and behavior shapes the epidemic rumor.

Rivero (2013), the rumors at work on a study of organizational changes affect speed, did. He puts a lot of rumors on the plans and actions to influence organizational change. Imagined and thought, unaware of anything, human instincts are stimulated to produce and spread rumors among employees to look for the truth. By doing this, they will have sufficient resources to rumors of potential influence of organizational structures, and if not managed properly can stop them and lead organizational change. The results show

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that poor communication between employers / employees are the main cause of failure was the lack of organizational success and led to the spread of rumors are, While the sufficient evidence indicating that the foregoing factors, the main source of spreading rumors there.

Difonzo *et al.*, (2013), Clustering research as rumors, opinions, and ever did. This is more about how the rise of collective beliefs, and transfer and diffusion in social networks is discussed.

The results indicate that different types of rumors emerged and continue to publish them, Rumors even when it is not unrelated to the identity of that particular group.

The results of the first processes that underlie social influence or impact of perceptual choice and Rumors are clearly shows the whole phenomenon.

Also, the perception or the understanding of the situation, in the case of unverifiable rumors plausible, believable rumor to rumor increases, regardless of type.

Zhao and Wang (2013), According to the new model spread rumors about the advent of the Internet, a dynamic model of spreading rumors created. In addition to analyzing the dynamic mainly studied the release mechanism between individuals.

They found that the numerical simulation according to rumor spreading mechanism is complex.

Kniffin and Wilson (2010), Research title, evolutionary perspective on workplace rumors: why and how rumors can be put at the service of groups did.

It includes case studies of three different groups (members of a competitive rowing team, an airline employee, a group of farmers) To illustrate various aspects of the evolutionary perspective to understand and manage the gossip in the workplace today is noteworthy that one of the common characteristics of each group is When the remuneration and expenses of the Group are assigned to those community members have shared the same fate.

In the case of airline employees, their remuneration depends on the performance of their colleagues,

The rowers are totally dependent on their performance in the tournament is to coordinate with their teammates, but the ranchers, Reward the relatively peaceful society through their traditional ways of resolving conflicts are provided.

The main findings of their analysis showed that although some people may want to destroy the rumors at work,

But it seems that there are good reasons that rumor at work is a major part And the evolution of how and how people communicate with each other in the organization. In fact, a study on three different case studies, the evidence that supports multi-level hypothesis of natural selection, Hypothesis that admits the existence of organizational rewards at the group level can be useful for the group to facilitate the development of rumors.

Waddington and Michelson (2006) in a study entitled Analysis rumors to reveal and understand the power relations, political actions and reactions to changes in the organization, stated the effects of organizational changes to provide a stimulus for the tabloids.

Rumors of a strategy for communicating and managing emotions, a mechanism to cope with uncertainty and tools used for sabotage and resistance.

Their aim is to challenge assumptions, stereotypes and myths associated with organizational rumors that have been neglected as organizational discourse.

They have shown in this study that analyzes how rumors within the broader understanding of power relations, political action and provides a response to change.

After considering the presentations and the rumor of the organization and its impact on the organization and its goals of this research aims to investigate and identify factors contributing to the creation and dissemination of rumors in government agencies (Payame Noor University, of West Azerbaijan province) are.

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### Conceptual Model

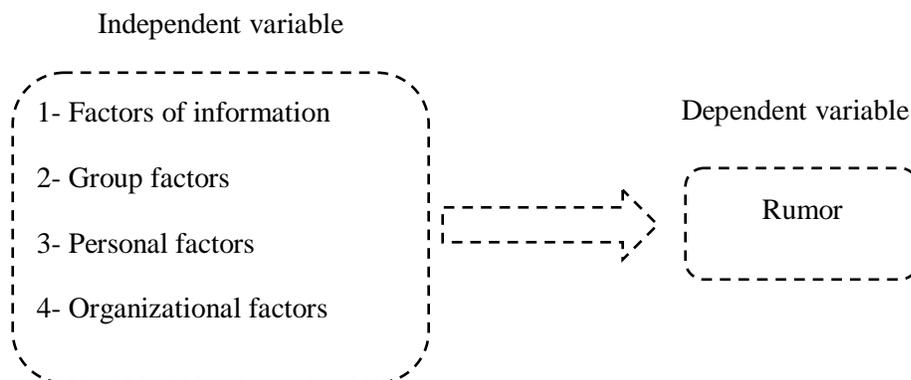


Figure 1: Conceptual model

## MATERIALS AND METHODS

### Methods

The research study is to look at the above risk factors and the rumor spread that the organization is as follows:

Personality characteristics, including spirituality (health, happiness, wisdom, success and satisfaction), lack of information, lack of a formal network coverage, important news,

The relationship between managers and employees is not enough ambiguity in the news, new information, a lack of job security, organizational change, lack of job satisfaction, there are informal groups, conflicts between employees, homogeneous group, domineering friendship between members of the group, Conflicts between employees and managers, the attention in the band, cold and unfriendly relations, lack of participation in decision-making, personnel changes, hit the other members of the organization, economic and social instability, lack of staff job descriptions, organizational problems with other stakeholders.

In this study, we take these factors into five categories (information, group, organizational, personal and environmental) made.

The purpose of this research is based on research and data gathering practices, descriptive (athletics) is a cross-sectional manner. The research includes all workers of West Azerbaijan province is Payame Noor University.

All 511 members of staff at the provincial level, which is determined using the formula Cochran sample is 220. For a simple random sampling method was used. In order to collect data from a questionnaire that was set in 2010 by Bordbar Bagherzadeh, and has 27 questions and 0.919 percent reliability, is used. To analyze the data obtained from the questionnaires collected descriptive and inferential statistical methods were used.

Thus, to test hypotheses and to generalize the results of inferential statistics Kolmogorov-Smirnov test, chi-square and Friedman used.

## RESULTS AND DISCUSSION

### Results

#### Reviews the Normality of Data Distribution

Questionnaire to Reviews normality of the data distribution using Kolmogorov - Smirnov (KS) is used. If the significance level obtained from this test is higher than 0/05 normal data distribution and data distribution is not normal if it is less than 0/05.

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**Table 1: K-S test for the research hypotheses**

Variable	Mean	z	Significant level.	Test result
Factors of information	22/72	2/031	0/001	Data distribution is not normal.
Group factors	14/77	2/567	0/000	Data distribution is not normal.
Personal factors	24/83	1/369	0/047	Data distribution is not normal.
Organizational factors	31/91	1/781	0/004	Data distribution is not normal.
Environmental factors	6/74	2/293	0/000	Data distribution is not normal.
Factors affecting	100/1	1/639	0/009	Data distribution is not normal.

The above table shows a significant level obtained from the KS test for all components is lower than 0/05, Therefore, all variables are abnormal and hypotheses (1) to (5) of nonparametric correlation test, chi-square test was used to test the findings in Table 2 are listed. The results indicate that the assumptions (1) to (5) are approved, In other words, both the test results for each of these assumptions on the degree of freedom and a significance level of interest is greater than the critical Chi square, Therefore it can be concluded that the difference between the observed and expected frequencies is significant.

**Table 2: Evaluation of the effectiveness of the factors identified in the creation and dissemination of rumors**

Hypothesis	The number	Error rate	df	Chi square
Hypothesis 1	220	0/000	11	186/691
Hypothesis 2	220	0/000	12	49/218
Hypothesis 3	220	0/000	11	67/018
Hypothesis 4	220	0/000	14	115/864
Hypothesis 5	220	0/000	14	124/364

The sixth hypothesis, to determine which of these factors influence the creation and dissemination of rumor is, Friedman test was used, in other words, Friedman test to test the assumption that the average level of the 5 variables are different or not, and if the difference is no more rank. Friedman test results in Table 3 are shown.

**Table 3: Descriptive statistics Friedman test**

Barriers	The number	Mean	Standard deviation	Minimum	Maximum
Factors of information	220	22/73	3/35	16	30
Group factors	220	14/87	2/42	8	20
Personal factors	220	24/83	4/59	14	35
Organizational factors	220	31/91	3/26	23	40
Environmental factors	220	6/90	1/75	2	10

Table (4) the mean scores for each of the variables using the Friedman test shows. Obviously there is a difference between visible. Especially between organizational factors (highest Mean) with other significant factors.

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**Table 4: Friedman's analysis of variance for the factors studied**

Dimension	Means of the ranks
Factors of information	3/30
Group factors	2/06
Personal factors	3/70
Organizational factors	4/94
Environmental factors	1

Table (5) shows that the number rows that each of the 5 variables have been 220 cases. In this table, the value of the test statistic, degrees of freedom and a significance level of the test. Results of Friedman's analysis of variance showed that the chi-square test (df =4 and  $X^2=819/33$ ) is meaningful and credible analysis.

**Table 5: Results of the chi-square test**

The number	220
chi-square	819/33
df	4
Significant level	0/000

**Discussion and Conclusion**

With rumors that the organization can sometimes have a positive impact on the organization, but the negative effects are unavoidable and denial, as rumors of the managers of organizations for the control of the organization to plan actions and a wide area. Rumors of the most important works of the organization, employee morale, physical pressure, the loss of trust between management and workers, increased stress among employees, the loss of trust between colleagues and clients, Reduced productivity and tarnish the reputation of the individual and the collective. Administrators can create and publish rumors to identify factors affecting job satisfaction in organizations such as the lack of ambiguity in the news, Conflicts between employees and managers, and provide reducing rumors. Meet the Director in a controlled manner to reduce rumors and counter-rumors can help an organization do. In this study we sought to identify factors contributing to the creation and dissemination of rumors were in government agencies. 5 In this context, the information factor, group, individual, organizational and environmental factors were examined. The results indicate that the 5 factors are effective in creating and disseminating rumors. Friedman test showed that the difference between the mean scores for each of the variables is obvious. Especially between organizational factors (highest average) with other significant factors. The findings with previous results that Khanifar and his colleagues in 2012, Clement Bagherzade reached in 2009, in one direction. Khanifar and his colleagues concluded that the factors contributing to the decline rumors, mental clarity and category information. The results also indicate that the rumor Bagherzade Clement, in a society where people with fast and accurate information are facing poverty, And between groups and populations that have a significant influence on the naïve and credulity, is most prevalent.

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