

ORGANIZATION COMMUNICATION : REDUCE THE OVERLOAD
INFORMATION TOWARDS ORGANIZATIONS EFFICIENCY

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Organization Communication : Reduce the overload information towards
organization efficiency

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Organization Communication : Reduce the overload information towards
organization efficiency

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I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.

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DEDICATION

The research paper is lovingly dedicated to my respective parents who been my constant source of inspiration. They have given unconditional support with my studies. They did not give up to describe support in my study. I say thank you to all of them. To all my family members, I would wish to thank all of you for giving infinite faith in me to complete this research report. Lastly, to my Ustaz, I say thank you for a lot of advice, me for not to ever give up the grace of ALLAH and it will be my philosophy in my life.

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ABSTRACT

Information overload is a challenge for every organization. Overload information will give adverse effect on the organization. Explanation deep of information crucial due to the information may help the employee to perform well in their given job. On the other hand, when the information is more excess, it may give a negative impact on organizational productivity. Therefore, this research is focusing the overload information to enhance organizational efficiency. A sample of 100 respondents from the selected organization has been analyzed using SPSS 20 with Regression analysis. The analysis shows that the attitude of overload is the main. A factor that contribute to organizational influence is the attitude of people how they react and understand when they receive the information. The solution might be appropriate is to boil down information overload through the delivery of information that is dependable and clear and unencumbered employees

ABSTRAK

Lebih maklumat adalah satu cabaran bagi setiap organisasi. Maklumat yang berlebihan akan memberi kesan buruk kepada organisasi. Dalam Penjelasan, maklumat penting kerana maklumat boleh membantu pekerja untuk menunjukkan prestasi yang baik dalam tugas mereka. Sebaliknya, apabila maklumat berlebihan, ia boleh memberi kesan negatif kepada produktiviti organisasi. Oleh itu, kajian ini memberi tumpuan kepada lebih maklumat dan meningkatkan kecekapan organisasi. Satu sampel 100 responden dari organisasi yang dipilih telah dianalisis dengan menggunakan SPSS 20 dengan analisis regresi. Analisis menunjukkan bahawa sikap pekerja adalah utama. Faktor yang menyumbang kepada pengaruh organisasi adalah sikap pekerja, bagaimana mereka bertindak balas dan memahami apabila mereka menerima maklumat. Penyelesaian ini mungkin sesuai ialah untuk memendekkan maklumat yang berlebihan melalui penyampaian maklumat yang boleh dipercayai pekerja dan jelas dan tiada halangan untuk menggunakannya

TABLE OF CONTENT

CHAPTER	CONTENT	PAGES
	DECLARATION	0
	DEDICATION	i
	ACKNOWLEDGEMENT	ii
	ABSTRACT	iii
	ABSTRAK	vi
	TABLE OF CONTENT	v
	LIST OF TABLE	viii
	LIST OF FIGURE	ix
	LIST OF ABBREVIATION AND SYMBOLS	x
	LIST OF APPENDICES	xi
CHAPTER 1	INTRODUCTION	1
	1.1 Background Of The Study	1
	1.2 Problem Statements/Research Questions	2
	1.3 Research Objectives.	4
	1.4 Limitations And Key Assumptions Of The Study	4
	1.5 Importance Of The Study	5
	1.6 Summary	5

CHAPTER	CONTENT	PAGES
CHAPTER 2	LITERATURE REVIEW	6
	2.1 Introduction	6
	2.2 Information	7
	2.3 Overload Information	8
	2.4 Significance Of Information As A Resource In Business Organizations	8
	2.5 Cause Of Information Overload	11
	2.6 Organization Efficiency	13
	2.7 Summary	15
CHAPTER 3	RESEARCH METHODS	16
	3.1 Introduction	16
	3.2 Approach	17
	3.3 Research Design	17
	3.4 Primary And Secondary Data Sources	18
	3.5 Location Research	19
	3.6 Theoretical Framework	20
	3.7 Questionnaires	20
	3.8 Summary	21

CHAPTER	CONTENT	PAGES
CHAPTER 4	RESULT ANALYSIS AND DISCUSSION	22
	4.1 Introduction	22
	4.2 Respondent Profile	23
	4.3 Reliability Analysis	28
	4.4 Analysis On Multiple Regression	31
	4.5 Discussion	32
	4.6 Effects Of The Underlining Factors	32
	4.7 Discussion On The Research Questions	33
	4.8 Summary	36
CHAPTER 5	CONCLUSION AND RECOMMENDATION	37
	5.0 Summary Of Mind Findings	37
	5.1 Recommendation	39
	REFERENCE	43
	APPENDICES	44

LIST OF TABLE

TABLE	TITLE	PAGES
Table 3.1	Department	19
Table 4.1	Respondent Age	26
Table 4.2	Reliability Analysis	28
Table 4.3	Model Summary	29
Table 4.4	Anova	29
Table 4.5	Coefficients	30

LIST OF FIGURE

FIGURES	TITLE	PAGES
Figure 3.1	Theoretical Framework	20
Figure 4.1	Respondent Gender	23
Figure 4.2	Respondent Races	24
Figure 4.3	Respondent Education Level	25
Figure 4.4	Level Management	27
Figure 4.5	The Regression Model between the factors and Organization efficiency	35

LIST OF ABBREVIATION AND SYMBOLS

ABBREVIATION	TITLE
FPTT	Fakulti Pengurusan Teknologi Dan Tekonousahawanan
MRA	Multiple Regression Analysis
R	Correlation Of Coefficient
r	Coefficient Of Determination
SPSS	Statistical Package For Social Science
UTEM	Universiti Teknikal Malaysia Melaka
OE	Organization Efficiency

LIST OF APPENDICES

NO	TITLE	PAGES
1	Sample Questionnaire	44

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Information is vital to communication, and a critical resource for performing work in organizations. The right information is the best way for the employee who receive the information to do their task without any confusing them. Part of management is gathering and distributing the information, and information system can make a process more efficient and can help the level management make a communication easier (Carter, 2005). With the information, the employee can collaborate in a systematic way in the organization and it will be efficient. The employee can communicate each others with the good information with the right way and the right medium that they use.

The top management will collect the inputs and give the input to their middle management to do the task follow the information are given. The middle management will collect and distribute information to the low management. In the process, they also distort it. Some distortions are intentional.

By the way, there is some problem for the organizations to give the right information to their employee such as the information is overloaded. This happens to some organizations that had so many employees and the information are overloaded through by web.

1.2 Problem Statements/Research Questions

The information processing view of organizations calls attention to the need to match in information processing capabilities to the information load encountered. Failure to achieve this balance may lead to the familiar problem of information overload and less familiar observe, information under load. Information overload occurs when information received becomes a hindrance rather than a help when the information is potentially useful (Rebitzer, 2008). This refers to the problem from the top management that who give so much information for their employee to do the task. This situation can make the information for the employee are overloaded.

By the 1990s, information overload began to be referred to as a major problem, particularly with the influence of new technologies, particularly electronic mail and the Internet. Information overload was a major problem for individuals and for organizations. The problem was affecting the effectiveness, and even the healthiest, of professional workers, particularly managers in businesses, and was severely affecting the efficient working, and productive, of organizations (Bawden, David, and Lyn Robinson, 2009).

Communication is one of the organizational function that helps a company to stay efficient and productive with the right information receive from top management to the middle management. The overload information can make the bad impact to the efficiency organization. The research explains how to the organization reduce the overload information among them with the data analysis of the relationship between the course of information overload and the effectiveness to organizational efficiency.

There are three research questions in this research:

1.2.1 Does the factors (People, Web and Level management) have a significant relationship with organization efficiency?

1.2.2 What is the most prominent factor that influencing organizational efficiency?.

1.2.3 There are any relationship between independent variable and dependent variable?.

The factors are the independent variable that can give the impact of organizational efficiency as the dependent variable. The first factor is the people that who receive and distribute the information and how their understanding the information. The second factor is web such as email and Facebook as a medium to receive and distribute the information and how the web can be a good enough or it's not good enough to distribute the information. The third factor is level management and how the flow and the process to distribute the information through the management level.

1.3 Research Objectives.

There is an objective to be achieved in this research, namely;

1. To identify each factor have a significant relationship with organization efficiency.
2. Determine of organizational efficiency with the most influential factor.
3. To analyze the relationship between independent variables and a dependent variable

1.4 Scope, Limitations and Key Assumptions of the Study

This research only focused on overload information in government organization how they receive and distribute the information and how the employee take the action after they receive the information. This research is limited to a certain department in organizations, which researcher will set for 100 people to become respondents. This research is also limited in one day to give respondent to answer the questionnaire. The important things in this research is how can the organization can reduce the overload information among them and the effect of the overload information for their organization's efficiency.

1.5 Significance of the Study/Importance of the Study

There are so many ways in which the information can move in an organization. In the classical theories about organizational communication, the most important route for communication is the vertical flow. The vertical flow follows the chain of the company hierarchy travelling up and down between the supervisors and subordinates. According to the organizational communication theoreticians, most of the organizational

communication happens vertically and flows downwards as the orders, rulings and directives. In this kind of model, there is not much of upward communication, which means that very little feedback travels from the lower level employees to the higher management (Gallager, 1968). The flow of the information is very important for the lower and the middle level management to take the action after they receive the information from the top level management and it will give the effect for their organization efficiency and for their organizations ease to achieve their goals and get the benefit form that.

Communication is one of the organizational functions that helps a company to stay efficient and productive. One of the more important forms of organizational communication is interdepartmental communication, the Institute for Public Relations notes. The importance of communication between different departments in an organization becomes most evident when that communication breaks down. Implementing policies to strengthen interdepartmental communication help to underscore its importance and maintain an efficient flow of information (Orlikowski, 1994). With the right communication, the employee does their job with the right information that they receive from the Top level and the middle level management and this will help the organizations stay efficiency and production.

1.6 Summary

Focusing on the information can help the organizational efficiency. There is no single generally accepted definition of information overload. The term is usually taken to represent a state of affairs where an individual's efficiency in using information in their work is hampered by the amount of relevant, and potentially useful, information available to them. For the next chapter, it will elaborate about the literature view.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The literature review was conducted to improve the understanding of the study carried out by reference to a variety of books, journals and earlier studies ever conducted, which is available from the library and get the latest information on research related to the overload information.

Information overload is the phenomenon of too much information overloading an employee and causing adverse judgmental decision making; it means a sheer increase in information available will seriously impair if not downright inhibit employee decision making abilities. The employee is often faced with large amounts and a wide variety of information; their limited processing capacity can become cognitively overloaded if they attempt to process “too much” information in a limited time, and this can result in confusion, cognitive strain, and other dysfunctional consequences.

2.2 Information

Information as a message, usually in the form of a document or an audible or visible communication. Fundamental to their definition is the underlying assumption that a message must have a sender and a receiver is meant to change the way the receiver perceives something, to have an impact on his judgment and behavior. There are five major ways to transform data into information. First, one may put the data into context by communicating the reason for gathering the data. Second, one may categorize the data by describing the breakdown or the essential components of the data. Third, one may mathematically or statistically calculate the data. Fourth, one may correct errors in previously reported data. Finally, one may condense the data by providing a summary instead of the entire collection of data (Davenport and Prusak, 2000).

Information is data endowed with relevance and purpose. Combining these premises, one may deduce that the recipient, not the sender, is the real judge as to whether the packet received is data or information. In other words, even if a sender believes that information is being sent, the receiver may judge the package to be data if it does not have an impact on his or her perception, judgment or behavior (Shore, 1993).

2.3 Overload Information

Information overload is frequently referred to in the literature of a range of disciplines such as medicine, business study, and the social sciences as well as in computing and information science. However, there is no universally agreed definition of information overload. It can mean several things, such as having more relevant information than one can assimilate or it might

mean being burdened with a large supply of unsolicited information, some of which may be relevant (Maes, 1994).

A large amount and high rate of information act like noise when they reach overload: a rate too high for the receiver to process efficiently without distraction, stress, increasing errors and other costs making information poorer. Information overload has traditionally been understood as the side effect of “sensation overload”, humans’ deficiency in front of new information and, as a result, diminishing abilities to reflect on the changes in the environment. Being treated initially as a specific “city disease”, it has expanded eventually into all spheres of human life and posed demands for significant behavioral adjustments (Edmunds, 2000).

With few exceptions, information overload is formally defined as a state in which the volume and the speed of incoming stimuli an individual needs to cope with is beyond his or her processing capacity (Turbak 1986).

2.4 Significance of information as a resource in business organizations

The literature discusses various causes of the increasing value of information as a production factor. Almost all business decision-making processes are associated with the collection, processing and forwarding of information (Zhao, 2008).

This implies that information is a resource which affects the entire individual decision-making or problem-solving process, from problem recognition to review (Altenhuber, 1994).

Furthermore, there is a cost associated with the collection, transformation, storage and transfer of information, estimated to be more

than 50 percent of overall costs in businesses in the USA. In the service sector, it is known that this percentage can be far higher at times, even approaching 100 per cent in such information-driven companies as market research agencies, consulting operations, banks and insurance companies. This is a considerable share of production costs, and emphasizes the need for the effective planning and management of information as a strategic resource. In fact, there is considerable potential to offset these costs, or actually reduce them, by deploying information effectively. Information is gradually replacing costly investments in tangible assets such as inventories or even factories, as raw materials can be adapted to production capacity planning, and incoming orders can be used to adjust sales and production plans (Chervany and Dickson, 1974).

Moreover, targeted and accelerated information can be used to enhance competitiveness. Information technology affects value-added activities, and allows companies to gain competitive advantage by exploiting changes in the scope for competition (Desai and Bawden, 1993).

The increasingly dynamic operating environment is another reason for information gaining value as a resource, since change now takes place faster and generally less predictably, yet still has to be detected as early as possible in order to take the appropriate measures at the right time. Information has the crucial task of indicating opportunities and dangers at an early stage and thereby reducing the uncertainty of management decisions in risky situations (Kookan, 2011).