

Journal



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The Relationship between Communication and Attitudes of Staff Members toward Development of Information Technology and Systems in the Universities

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Abstract

This study seeks to identify the relationship between communication and attitudes of staff members toward development of information and communication technology (information technology and systems) in the Egyptian governmental universities.

This study is a descriptive and explanatory study, moreover it used the survey method, and it used a Grunig's two ways symmetrical model as a conceptual frame.

The study concluded that there is a correlation between the attitude toward communication of development of information and communication technology in the universities and the attitude toward this development itself.

The study showed that there is a negative attitude toward communication of development of information and communication technology in the universities, as well as the development itself.

Generally, the study revealed that communication in the Egyptian governmental universities did not suitably succeed in project of development of information and communication technology, and it was not an efficient and effective communication, which would meet the needs of staff members at these universities.

And unfortunately, the study pointed out that attitude of the management toward two-way communication is negative to some extent, thus; this adversely affected in the development projects.

Otherwise, the study showed that the methods of communication used in development projects were sequentially: oral communication, written communication, and finally audiovisual Communication.

Moreover, the study showed that the means of communication used in the development projects were sequentially: formal meetings, workshops, websites, notice board, conferences, publications, and finally informal meetings.

Finally, the study found that the informal network played a major role in the development projects in the universities, and it played a bigger role than the formal network in these projects.

