

Comparative Study about Professors' Satisfaction on Cultural Programs in Islamic Azad Universities of North Khorasan Province

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Abstract: The purpose of this research is a comparative study about professors' satisfaction on cultural programs in Islamic Azad Universities of North Khorasan Province. This research is based on survey method in which questionnaire used by researcher. Nominal validity method used for measuring the validity of questionnaire and Cronbach Alpha coefficient used for measuring reliability which the obtained Alpha coefficient in this research has been 0.96. The statistical population of this research is comprised of all professors engaged in teaching in Islamic Azad Universities of North Khorasan Province and sample volume of 151 people calculated using Cochran's formula and this sample evaluated through multi-stage cluster method. As shown by results, among 15 focal point which have been evaluated, the satisfaction level of professors in Shirvan university is higher than professors in Bojnord and Esfarayen universities. And based on focal point of recognizing weaknesses and improving cultural activities, the satisfaction level of professors in Esfarayen university is more than professors in Bojnord and Shirvan universities. At the end, some suggestions presented such as attracting more participation of professors, establishing open-thinking tribunals and material and intellectual supports from professors works.

Key words: Cultural development % Islamizing university % Open-thinking tribunals % Decentralization

INTRODUCTION

Culture and civilization are two dynamic issues which have developed a geometry of public norms under influence of different factors in which although two dynamic elements of innovation and creativity are growing in cultural base but they are as notable cognitive indices to study. According to Margarret Mead, culture is considered as a behavioral pattern [1]. Culture is a complex set including some knowledge such as beliefs, arts, ethics, rules, customs and any other abilities which each individual as a member of society acquire them [2]. According to Shain, culture is a pattern of common assumptions encompassing the group. In another definition, culture refers to a method of human comprehension on his living environment and implies viewpoints and behavior [3]. Anyway, culture and its development have been ever considerable issues.

And higher education system is considered as one of the important factors in achieving stable development policy of human societies. Universities have strategic significance as centers which are responsible for training and preparing efficient, qualified and skilful human resources in order to satisfy society requirements. Thus, these centers have different tasks in satisfying society needs and achieving their goals which can be investigated according to educational, social and particularly cultural aspects. In 1998 Stockholm Conference, UNESCO stipulated that culture and cultural policies will be defined not at the margin but at the heart of stable development process of countries. Therefore, cultural aspect is not considered as just one of elements in development but also is regarded as one of the basic factors in development. It is obvious that universities play essential role in cultural development and considered as one of predisposing factors for cultural development and

transformation in society. But it should be accepted that transformation in culture is a complicated process and requires a bed and many factors influences on cultural transformation. Universities may be very significant in this regard considering to their different functions such as educating, creating new ideas and servicing to society. As universities are important in producing and organizing many rules and norms, so considering to the processes of creating these rules and norms and illuminating social and cultural system of universities may be particularly important. And it is also important to manage and direct these processes and solutions in order to improve cultural activities and evaluate cultural status. A culture should be efficient for responding cultural, spiritual and material needs of people [4]. Unlike old theories of development in which physical and material assets considered as incentive motor for development, but recent theories believe that people as human assets are main axis in development and provide the required motives of stable development and growth of societies [5].

Development is a process through which capacity and ability of system and its constituents will be increased. Life quality improvement and efficiency increase is a result of development. Achieving goals and actualizing ideals and desires are efficiency. This result allows system consume its own resources optimally and decrease dependence on foreign resources for its growth and development. Therefore, development is a material fact and also a mental state, accordingly, society provides means for a better life through combining institutional, commercial and social processes [6].

As the concept of development is qualitative so it cannot be easily evaluated and measured. Development cannot be easily measured by quantitative indices such as per capita income, savings increment, investment and transferring high technology from modern industrial societies to underdeveloped countries, because in addition to improving economic status and progressing technology level and increasing national wealth, essential qualitative changes should be made in cultural, political and social structure [7]. By virtue of UNESCO efforts in seventy decade of 20th century, the concept of cultural development has become very prevalent in cultural discussions and disputes. UNESCO have already set up some expertise meetings during sixty decade as well and contributed to such thoughts and attitudes [8].

Whenever we study culture, we should notice to importance and position of universities in displaying and forming culture and effecting on society because

universities have multilateral tasks in society such as studying society, creating new ideas and.... Universities' role and cultural activities' importance have been also noticed because of this reason that universities are as a factor for distributing and promoting knowledge and cultural values and they also play significant role in transferring culture to next generations. Culture is a living thing that can absorb external elements and add its value without appearing any weaknesses in its constituents. Indeed, taking external cultural elements in national culture is a selective result which will be done according to requirements and customs of given country. Thus, in view of all above and considering to the role of university in cultural development, it is particularly important to evaluate and assess their cultural activities. Accepting and establishing evaluation procedure according to situation; features of a system can have effective role in displaying their present status. Exact and comprehensive information can be obtained through evaluating or recognizing the present status or knowing this fact that to what extent performance would be according to program goals, strategies and executive policies [9].

As mentioned, Islamic Azad universities have significant role in cultural development of professors, students and personnel (all are human assets). So, it should be particularly noticed that cultural activities to be evaluated based on appropriate indices and cultural programs administrating in Islamic Azad university should be ever evaluated in order to evaluate cultural activities effectiveness. So, as Islamic Azad university has ever noted particularly to cultural aspect of university and it always attempts to add cultural programs values, hence, this research is seeking to answer these main questions; how is the satisfaction level of Islamic Azad universities ' professors on present cultural programs of Islamic Azad Units? What is the difference in satisfaction level of different universities' professors? In any case, culture is regarded as one of factors indicating identity and entity of society and has key role in developing each society and it has been ever considered by scholars, policy makers and managers, it is also taken into account as most common and complex concept in humanisms.

University is amongst essential and main institutes of each society which its performance influences on all aspects of people life in that society. Higher education system depicts cultural, social, economic, political status of societies. As the culture formed by formal or informal education and formal education is a regular and

purposeful effort through which cultural elements transferred to others and affects on them. Aforesaid elements can be including beliefs, behavioral form and or values and their ideas. University has significant role in transferring culture and accepting culture of people. Different cultural programs administered in universities and evaluating performance based on cultural indices will help universities' managers in gathering basis information, better understanding of present status, evaluating cultural policies by managers, proper instrument for evaluating and identifying cultural changes, accurate cultural planning and possibility of reasonable evaluation and judgment of programs in a way that they can manage and direct these processes and solutions in order to improve cultural activities and evaluate cultural status of universities. If cultural activities are not coordinated and supervised continuously, mobilizing possibilities, programs and amending them will be difficult. Considering to increasing importance of cultural activities, obviously, it is important to compile and apply evaluation indices of performance. Certainly, it should be noted that one of important issues which considered as a connection loop between method and theory in culture is the issue of components and or culture indices. As there are many definitions about culture, so there are some complexity about cultural indices. But, in spite of this, cultural indices are as instrument to achieve performance evaluation and its improvement. Thereby, it is possible to plan accurately for achieving cultural development goals. Indices are indicators which rationalize the process of gathering, classifying, analyzing information and concluding and generally, they specify the direction of activities and provide a proper conceptual framework for setting goals, compiling, programming and evaluating activities. Evaluating cultural activities performance based on compiled indices showing relation between qualitative and quantitative variables as numbers and these numbers are in the form of average, rate, percent and ratio which can perform their scientific, cultural responsibilities and tasks optimally based on indices in evaluating universities' performance and thereby, predispose cultural development of country. Another point which should be considered is this fact that evaluating cultural performance based on indices may be also important in pathology of cultural problems. Applying scientific approaches in this regard can play significant role in strengthening cultural aspect of university. Anyway, evaluation means assessing and judging the performance of programs and plans in view of predetermined criteria

and goals and different cultural activities are administrating in Islamic Azad university and as explained, compiling indices and evaluating performance can be effective on developing cultural activities of university quantitatively and qualitatively and on increasing the effectiveness of cultural programs. So, if research and innovation considered as the essential element in developing and promoting the culture of a society, so obviously it is required to invest properly in this regard [10].

Research Method: This is an applied research based on survey method.

Statistical Population; Sample Population, Sampling Method: Statistical population is comprised of 185 people among all professors in Islamic Azad University of North Khorasan. Sample volume calculated as 151 people using Cochran's formula with values of $d=0/05$; $p=0/5$; $q=0/5$; $t=2$. Sampling has been done based on multi-stage cluster method. For this reason, based on the number of professors in all three Islamic Azad universities, number of their samples specified.

Data Collection Instrument: A researcher-made questionnaire designed in order to collect data about professors' attitude on administrating cultural programs. In order to prepare questionnaire, cultural indices and subject firstly gathered, then the questionnaire have been designed according to research experts' views.

Research Validity and Reliability: In order to evaluate validity of questionnaire, content validity used which scholars view applied in two parts. At first stage, the main foundation of questionnaire and checklist prepared according to the received views of experts and at the second stage, the designed questionnaire delivered to several scholars in order to final confirmation.

In order to evaluate reliability of questionnaire, Cronbach Alpha test used which the obtained result was equal to 0.969.

Results Based on Research Findings: Professors' Satisfaction status on cultural programs in Islamic Azad Universities of North Khorasan Province assessed and professors' satisfaction in different units of Islamic Azad universities compared using inferential test of Kruskal-Wallis.

1-How much professors are satisfied in developing cultural spaces in Islamic Azad universities?

Domain	Rank Mean			Chi Square	Sig
	Shirvan	Bojnord	Esfarayen		
Cultural Spaces Development	76.3	52.2	58.5	12.3	0

As indicated in the above table, with regard to professors' success in cultural spaces development, Kruskal-Wallis's inferential test shows that professors in Shirvan Islamic Azad university and Esfarayen and then Bojnord are significantly the most satisfied with their universities.

2-How much professors are satisfied at using modern technologies at cultural domain in Islamic Azad universities?

Domain	Rank Mean			Chi Square	Sig
	Shirvan	Bojnord	Esfarayen		
Using Modern Technologies at Cultural Domain	75.1	50.3	64.6	13.7	0

As indicated in the above table, Kruskal-Wallis's inferential test displayed that professors in Shirvan Islamic Azad university and Esfarayen and then Bojnord are significantly the most satisfied at using modern technologies at cultural domain.

3-How much professors are satisfied at using scientific capacities of students, professors and personnel in Islamic Azad universities?

Domain	Rank Mean			Chi Square	Sig
	Shirvan	Bojnord	Esfarayen		
Using Scientific Capacities of Students, Professors and Personnel	73.8	50.4	69	12.9	0

As displayed by result of Kruskal-Wallis's inferential test, in regard of using scientific capacities of students, professors and personnel; professors have the most satisfaction from Shirvan Islamic Azad university and Esfarayen and then Bojnord.

4-How much professors are satisfied at using research findings for doing cultural activities in Islamic Azad universities?

Domain	Rank Mean			Chi Square	Sig
	Shirvan	Bojnord	Esfarayen		
Using Research Findings for Doing Cultural Activities	71.9	52	62.2	8.8	0.01

As shown by the above table based on Kruskal-Wallis's inferential test, in regard of using research findings for doing cultural activities; professors have the most satisfaction from Shirvan Islamic Azad university and Esfarayen and then Bojnord.

5-How much professors are satisfied at identifying weaknesses and modifying cultural activities in Islamic Azad universities?

Domain	Rank Mean			Chi Square	Sig
	Shirvan	Bojnord	Esfarayen		
Identifying Weaknesses and Modifying Cultural Activities	70.9	52.8	73.7	8.9	0.01

As shown by Kruskal-Wallis's inferential test, in regard of identifying weaknesses and modifying cultural activities; Esfarayen university professors and then Shirvan and Bojnord professors have the most satisfactions from their universities.

6-How much professors are satisfied at contributing to establish and develop cultural associations and meetings in Islamic Azad universities?

Domain	Rank Mean				Sig
	Shirvan	Bojnord	Esfarayan	Chi Square	
Contribution to Establish and Develop Cultural Associations and Meetings	75	51	74	14.2	0

As indicated by Kruskal-Wallis's inferential test, in regard of contributing to establish and develop cultural associations and meetings; Shirvan university professors and then Esfarayan and Bojnord professors have the most satisfactions from their universities.

Suggestions Based on Research Findings:

- C Considering to the obtained results from question No. 1, with regard to success in developing cultural spaces, Kruskal-Wallis's inferential test shows that professors in Shirvan Islamic Azad university and then Esfarayan and Bojnord have significantly the most satisfaction from their universities. In regard of cultural spaces development, it is recommended that decentralization is the best way in growing cultural indices of Islamic Azad universities. So, we can play essential role in increasing satisfaction and developing cultural spaces through professors' participation and using their expertise views.
- C Considering to the obtained results from question No. 2, with regard to professors' satisfaction at using modern technologies at cultural domain, Kruskal-Wallis's inferential test displayed that professors in Shirvan Islamic Azad university and then Esfarayan and Bojnord have significantly the most satisfaction. It is recommended to notice to position and role of using modern technologies at cultural domain and do the necessary investment in this regard by universities in order to see more success at cultural domain in universities.
- C Considering to the obtained results from question No. 3, in regard of using scientific capacities of students, professors and personnel, Kruskal-Wallis's inferential test displayed that professors have the most satisfaction from Shirvan Islamic Azad university, then Esfarayan and Bojnord universities.. It is recommended that spreading student and professors meetings and associations with personnel participation be noticed in university programs which can be very important in using knowledge and experiences in order to achieve success in cultural programs.

- C Considering to the obtained results from research question No. 4, in regard of using research findings for doing cultural activities, Kruskal-Wallis's inferential test displayed that professors have the most satisfaction from Shirvan Islamic Azad university, then Esfarayan and Bojnord universities. It is recommended to encourage professors for doing cultural researches of university managers as well as apply the results of cultural studies in programming cultural affairs.
- C Considering to the obtained results from research question No. 5, in regard of identifying weaknesses and modifying cultural activities; Kruskal-Wallis's inferential test displayed that professors have the most satisfaction from Esfarayan Islamic Azad university, then Shirvan and Bojnord universities. It is recommended to establish a team working of cultural evaluation in order to identify and investigate pathology of university's cultural affairs and the related evaluations be done periodically.
- C Considering to the obtained results from question No. 6, contributing to establish and develop cultural associations and meetings; Kruskal-Wallis's inferential test displayed that Shirvan university professors and then Esfarayan and Bojnord professors have the most satisfactions from their universities. It is recommended to pay more attention to establish and develop cultural associations and meetings with presence of professors and students because establishing cultural relations between these two groups can motivate students' participation as well.

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