Identifying and Ranking the Factors Affecting the Social Perception of Shahid Beheshti Hospital Staff in Kashan, Iran

Azam Dabirifard[1], Maryam Dabirifard[2*]

[1]MA in Public Administration, Department of Management, Islamic Azad University, Naragh branch, Naragh, Iran; [2]MA in Nursing (Neonatal Intensive Care Unit), Student Research Committee/ School Of Nursing and Midwifery, Shahid Sadoughi University of Medical Science, Yazd, Iran
*E-mail: Mdabirifard.ssu@gmail.com

Abstract

This study was aimed to identify and rank the factors affecting the social perception of Kashan Shahid Beheshti hospital staff. The research methodology in terms of aim is applied and in terms of implementation is a descriptive survey one. The required information to develop literature of study using libraries and tools such as receipt were collected. To identify and extract the factors affecting the social perception the Delphi method was used. To obtain the data required to rank the identified factors, the field method and questionnaire with appropriate reliability and validity have been used. The study population consisted of all Kashan Shahid Beheshti hospital staff. The statistical sample according to the number of population and using Cochran method 225 people was obtained. Factors were assessed using the Delphi method; then, at the quantitative stage of research, the questionnaire was designed and data were collected from selected samples from employees. Using appropriate methods of analysis in terms of distribution of variables, the data were collected and social perception factors of Shahid Beheshti hospital staff were identified. Finally, using TOPSIS technique, factors were ranked. The results show among the identified factors values and attitude type, type of perceived communication and nonverbal behavior and are the most important factors affecting the Shahid Beheshti hospital staff's social perception. Also, the factors of mental status, busy, and type of perceived dress (covering) were identified as the least significant effective factors on the social perception of staff.

Keywords: social perception, nonverbal communication, documents, forming impressions

Introduction

People life in today's societies is strongly influenced by the nature and behavior of organizations, and for that reason alone, makes justified and necessary trying to further, better and more scientific understanding of nature and their mutual relations and human resources. According to many behavioral scientists, organizations constitute irrefutable aspect of today's world, form the nature of communities, and they in turn are shaped by world around and by its existing relationships. However, organizations are founded on various forms and organized on the basis of different purposes, but without a doubt, all of them are managed and directed based on the manpower physical and mental efforts that are considered as main pillars of them (Mirsepassi, 1986).

Social perception is a branch of social psychology which includes knowledge of the events, people, objects and situations and requires the search, obtaining and information processing. The main words in the concept of social perception are choice, organizing and interpretation. We experience our environment through an activate process. We attend to various aspects of environment selective and what we see asses based on our past experiences. Because most of our needs and experiences are different from the needs and experiences of others, finding out our perception of environment is different from others too. We perceive the individual and social imagination to have proper understanding of our environment and be familiar with community (Mansour, 2009).

In the final decades of the last century communities and progressive and developing organizations and their human resource managers, each with a different kind have been under various and multi-faceted political, social and economic pressures resulted by growing and inevitable global, regional, national and workplace developments, and have been under increasing pressure from development requirements, stakeholder expectations, the need for efforts to establish a competitive advantage and other overwhelming pressures (Ebili and Moaffaghi, 2007).

Being (presence) at workplace allocate a lot of time of life of every employed person and the society for the survival of the individual needs its members. This need has existed for centuries and there will be in the future. Of course, the necessity of working for the man, not only as an agent to satisfying biological or material needs, but also as a supplier of social and psychological needs is posed. Work or profession from the perspective of professional-career guidance is a constant activity that leads to the production of goods or services and the wage has been intended for it (Shafiabadi, 1985). Therefore, according to this definition, the working environment refers to conditions and space in which the work is performed. As a result, it is clear that awareness of the condition and the proper equipment to do the job can plays an important role in increasing staff productivity and satisfaction.

Background of the study

Today, one of the certain characteristics of social psychology is the perception of distortions and projections study meaning spontaneous reaction that more related to mental, psychological or social differences than physical location of the stimulus (Iravani and Khodapanahi, 2007).

Social perception is an active process that leads to understanding and perceiving the behavior of others. There are different forms of social perception.Through non-verbal signals such as facial expressions and eye contact we can understand the feelings of others. With the help of attribution we realize the intention and motivation of others behavior and we understand their different behaviors. On the other hand, the social perception requires efforts to form a coherent understanding of others. The impression formation is created in the first contact with others in our mind that is very important and effective in the next interaction (Azerbaijanis and others, 2009).

Social perception is not only a physiological and psychological phenomenon, but also a social-psychological phenomenon. The attitudes, presumption of thinking and social and personal values all are the determinants of social perception. Each members of social group using context information from the past experiences, norms and values has earned the group, perceive social or person object associated with him/herself and in special occasion. In other words, the social perception before being as a psycho-physiological response to environmental stimuli is a "comprehensive engagement" with the social environment. In this aspect of perception social influence as one of response variable is fundamental; in other words, when we speak about "social perception" meaning the role of social influence in the perception of the environment in general perception of "perception of social objects" (Iravanian and Khodapanahi, 2007).

Various aspects of physical, occupational safety, quality of human relations, supervision style, organizational structure, participation and physical space and facilities can have an essential contribution to job performance and employee satisfaction. Thus, the study of these aspects and dimensions of work environment and resulted findings are very useful in planning, setting and modifying strategies to increase the efficiency and productivity of staff.

Job stress burnout in the long run can lead to decrease in work efficiency, job burnout, reduce patient satisfaction, family and marital problems, and depression in the hospital employees.

The main question of this research is that how are the factors influencing the social perception of Kashan Shahid [martyr] Beheshti hospital staff and what are their rankings?

Significance of the study

Occupational environments such as hospital can has a significant impact on the mental health of hospital staff, so that Zack and colleagues in a study conducted on employees working in hospitals, reported high the rates of occupational stress in working staff. On the other hand, several studies consider the important factors in the society of the hospital staff as high workload, work in night shifts, high demand in the workplace, difficulty and ambiguity in the work, facing with acute life-threatening emergencies or patients with unstable situation, lack of appropriate professional relationships between nurses and doctors, insufficient number of staff to patients, lack of equipments and lack of access to doctors in emergency health care (Christensen et al, 2006).

Social perception is one of the most important aspects of social life. We are in daily lives constantly judging the behavior of others and want to know what others like, what they want to do and why show certain behavior. In each of these cases we are faced with a different perception. Since our life is social, true and accurate understanding of the behaviors of others plays an important role in our lives.

Theoretical foundations of the study
Previous study

Samira-pour (2013) conducted a study entitled "the investigation of psychological stressors considering the moderating role of perceived social support among female nurses in the emergency ward (unit) of hospital". Results showed a significant relationship between stress arousal variables with job satisfaction and perceived social support, and also between job satisfaction and organizational perceived social support.

Reza Bagherian-Sararoodi and colleagues in 2010 offered a study entitled "stressors and perceived social support in patients with ulcerative colitis". Based on the results of this study, the high levels of stress can be effective at the start or intensify symptoms of ulcerative colitis; it is recommended that the methods of treatment and control of stress in people with the disease to be learned.

Vaziri and colleagues conducted a study in 2010 entitled "social determinants on female employees' perception of the work environment in the branches of region of 12 Islamic Azad University". The results showed that there is no significant difference between perception of the work environment among employees and age, education level, marital status and four aspects. Psychological dimensions and the concept of work is an optimal level, but in terms of organizational factor and the physical environment is not desirable.

Mescovisi in 1961 in a research which has done in the field of "social imagination of psychoanalysis" has provided a series of opinion about the concept of "social imagination". He calls a set of views and information on a social object as "social imagination" which has a special role in the development of behaviors and social relationships. In these studies, he observed the social imagination effects not only in perception, but in the behavior of intended groups of people.

Definition of key terms

Perception: perception includes awareness of events, people, objects and situations and requires the search, obtaining and information processing. The fundamental concepts which perception is based on them encompass selection (choice), organization and interpretation and is affected by the person's needs (Georg and Cristiani., 2003/1990).

The concept of perception has wide range dimensions and meanings. That is why offering a comprehensive definition of it, is not an easy task and the definition can be achieved is not perfect. In today's psychology perception means mental or psychological processes that is responsible for the selection and organization of sensory information and ultimately meaning to them. In other

words, the phenomenon of perception is a mental process during which sensory experiences would be meaningful and thereby the man perceives relations of matters and the meaning of things. This is done so fast in the human mind that seems to be feeling at the same time. In this, sensory experiences, concepts and ideas resulting from it, motivation and situation in which perception takes place are involved (Vinj, 2007).

Perceptions of social interaction: Johnson and Toersek (1983) argue that the perception of positive social interaction causes very optimistic risk assessment and negative perceptions of social interaction causes a very pessimistic assessment of risk. In other words, if instead of focusing on the negative aspects of social relationships the positive aspects such as forming a true friendship and help to friends are focused, people risk is increased.

The dimensions of social orientation: each community through socialization process provides opportunities and orientations that are attributable to the recognition, feelings and perceptions of its members. These orientations are present in terms of cognitive, emotional and calendar (Shils & Parsons, 1951).

Cognition orientation is about thoughts, roles, norms and values and emotional orientation is about feeling of roles, systems, procedures and human, and calendar orientation (Orientation Evaluation) is the judge about ideas, objects and people from the eyes of norms, roles, feelings, values and performance (Verba & Almond,1963).

Social perception: Social perception is a process in which individuals try to identify and understand other people. Because, others play an important role in our life. The social perception is a subject that has been the favorite of social psychologists. We often involved in this process and we constantly strive how people are and why they behave.

"Wedge" is of the opinion that social perception is based on the beliefs of groups compared to other nations, and noted on the following factors: fictitious prejudices, thinking based on analogies, intellectual backwardness or nationalism, totality and understanding and use of implications of words.

Aspects of social perception: we examine four aspects of social perception:
• Non-verbal communication between people that involve communicating without words by the expression, face, eye movements, body movements, gestures and taking specific positions.
• Attribution: a complex process during which we will try to understand the reasons behind people behaviors to understand in certain situations why have a certain pattern of behavior?
• Impression Formation: how the first impression of others begins in early dealing.
• Impression Management (Self- presentation): suggests that the existing perceptions are the most favorable or not.

Communication behaviors: IT means the performance of specific personal experience, training, or individual perceptions. Several factors of social system are effective in human behavior as follows: The individual characteristics of language and thinking, attitude and judgment, social perceptions and values, and so on. The above-mentioned factors in the consequences of perception seeking of mean as well as communication dissociation or creating barriers are effective. In evaluating a communication behavior with respect to its surrounding culture, the following should be noted: Knowledge (cognition), understanding, use of norms, values, beliefs, language, intellectual ideas, symbols and cultural objectives integration of communicating parties (Farhangi, 1984).

According to the literature the factors affecting the social perception is presented in the table below. It should be noted first 13 factors related to the person who percepts and 7 variables related to the individual who is perceived.

Table 1: Factors affecting social perception

Mental busy	11	Value-type attitude	1
IQ-EQ intelligence and personality	12	Education	2
The relationships of individual who is perceived with the mentality	13	Communication experiences with people	3
The appearance of individual who is perceived	14	Environment	4
social status individual who is perceived	15	Age	5
communication of one who is perceived	16	Mental status	6
Treatment and non-verbal behavior of one who is perceived	17	The time of formation of communication	7
Coverage (dress) of one who is perceived	18	Business busy	8
Parlance one who is perceived	19	Cultural context	9
The education individual who is perceived	20	Emotional experience	10

Objectives of the study

1. Identifying the factors affecting the social perception of Kashan Shahid Beheshti hospital staff.

2. Ranking factors affecting social perception of Kashan Shahid Beheshti hospital staff

Research questions

Based on the research objectives, the following questions were raised:

• What are factors affecting social perception of Kashan Shahid Beheshti hospital staff?

• How is ranking factors affecting social perception Kashan Shahid Beheshti hospital staff?

Methodology

This research, in terms of purpose is applied and in terms of methods, can be considered descriptive -survey. Although in terms of nature is an exploratory research as well.

Design

The required information to develop literature of research using libraries and tools such as receipt were collected. It should be noted that to identify and extract the desired social factors influencing the social perception the content or document analysis was used. To obtain the required information to rank the identified factors the survey and questionnaire methods are used.

Population and Sample

Delphi study population of research consisted of 50 people (10 physicians, 10 nurses, 10 paramedics, 10 matron and 10 Paramedic aids) of Kashan Shahid Beheshti hospital staff.

The population of research in second phase includes all of Kashan Shahid Beheshti hospital staff who now is 542 persons (Table 2). The statistical sample of research according to the number of population and using Cochran method was obtained of 225 people.

p=q=./5   d= %5   t= 1.96   N=542

$$n = \frac{Nt^2 pq}{(N-1)d^2 + t^2 pq} = \frac{(542)(1/96)^2(0/05)(0/05))}{(541)(0/05)^2 + (1/96)(0/05)(0/05)} = 225$$

Table 2: Kashan Shahid Beheshti hospital staff based on gender and job title

labor unit - Job title (n)								Sex	row
Accounting	Radiology	Laboratory	Nurse aid	Paramedic	Matron	Nurse	Doctor		
6	12	15	15	150	12	120	20	woman	1
8	15	18	6	60	5	45	35	man	2

Data analysis method

In this research in the qualitative phase using the review of the literature it is trying to identify the factors affecting the social perception. Then Delphi questionnaire with teachers' opinion and using the literature is set and presented to the 50 staff members of hospital and using Delphi technique, social perception factors of Kashan Shahid Beheshti hospital staff were identified. At this phase 8 of the 20 identified factors in the first part were removed and next 12 factors in the second questionnaire to rank the in the sample with stratified sampling were distributed. To analyze the data collected from questionnaires, based on TOPSIS method, ranking of the factors has been addressed.

Data analysis

Demographics of statistical selected sample showed about 65 percent of population were women and 35 percent were men.

Table 3: Agreement level of Delphi research population with the factors affecting the social perception

Excluded factors	Percent Of agreement	Questions
	92	Do your Values and attitudes affect your perception towards people?
	78	Does your education level affect your perception toward people? (Comparing before and after obtaining a university degree)
	64	Are your connections experiences to people in the past, effective in perception of the people?
×	42	Is the environment and physical atmosphere of the formation of social perception affective on the perception of the people?
	78	Is your age is effective in perception of the individuals? (Compare social perception in different age periods)
	74	Is your mental state is affective in your perception of the people?
×	30	Is the communication formation time (what time of day perception takes place) effective on your perception of the people?
	56	Does your busy affect on your perception of the people?
	66	Is socio-cultural context of formation of perceptions affective your perception towards people?
	80	Are your emotional experiences affective on your perception of the people?
×	40	Are mind conflicts effective in your perception towards people?
	86	Do intelligence (EQ and IQ) and your personality affect on your perception of the people?
×	38	Is the binding affinity of person who perceived to your mentality effect your perception of the people?
×	46	Is the physical appearance of person who perceived effective in your perception about him?
×	28	Is the social status and position affective in your perception of him?
	90	Are the communications of person who perceived with different people (persons associated with of person who perceived) affective in your perception of him?
	88	Are the treatment and non-verbal behavior of person who perceived effective in your perception towards him?
	62	Is the dressing and dapperness of person who perceived affective in your perception of him?
×	44	Are parlance and dialects of person who perceived affective in your perception toward him?
×	38	Is the education of person who perceived affective in your perception o of him affect?

Most individuals of selected sample also were paramedics with about 35 percent and next were nurses with about 30 percent. The age group of 30 to 40 years (32%) was the most statistical sample. As well as personnel with experience of 5 to 10 years accounted for the largest number of samples.

To validate the factors affecting the social perception of Kashan Shahid Beheshti hospital staff the initial questionnaire to was distributed among 50 staff members using judgmental sampling method with the researcher's opinion. The results of the analysis of completed questionnaires in the first phase are as follows:

As specified in the table above, the percentage of Delphi population agreement with respect to 8 factors is less than 50 percent, so these factors are removed and the proposed model is presented as follows:

Table 4: Identified factors of research model

Factors affecting social perception	Row
Values- attitude type	1
Education	2
Communication experiences with people	3
Age	4
Mental status	5
Misery Business	6
Cultural context	7
Emotional experience	8
IQ-EQ intelligence and personality	9
The communication of one who is perceived	10
Treatment and non-verbal behavior of one who is perceived	11
Dressing (coverage) of one who is perceived	12

Given the identified factors in the above model, the second questionnaire was designed based on these factors and was distributed among 225 number of staff members.

Table 5: The output of one-sample t-test to measure the mean of effect of identified factors

Variable	Test Value = 5					
	t	Degrees of freedom	significant amount	Mean difference	confidence interval %95	
					down	up
Mental status	5.876	283	0,000	0,7342	5,4495	5,8428
Misery Business	5.962	283	0,000	0,6465	5,4495	5,8428
Cultural context	5.813	283	0,000	0,673214	5,5084	5,8916
Emotional experience	5.932	283	0,000	0,64158	5,3145	5,7317
IQ-EQ intelligence and personality	5.674	283	0,000	0,65487	5,2585	5,6954
The communication of one who is perceived	5.814	283	0,000	0,52308	5,3201	5,7260
Treatment and non-verbal behavior of one who is perceived	5.678	283	0,000	0,8764	5/3467	5/9834
Dressing (coverage) of one who is perceived	5.8679	283	0,000	0,6738	5/6739	5/8983
Values - attitude type	5.8498	283	0,000	0,5862	5/1367	5/4789
Education	5.2784	283	0,000	0,5726	5/3789	5/6783
Communication experiences with people	5.1864	283	0,000	0,6236	5/7893	5/9836
Age	5.8636	283	0,000	0,6971	5/5637	5/9363

To evaluate the impact of these factors on the social perception of the hospital staff, for obtaining the performing t test K-S test was used and after confirming normal distribution of all the variables, the test was conducted. T test result is presented in the table above. As it is observed in the table, the value of all the variables p-value = 0.00 is smaller than 0/05. The equality test of mean with the number 5 on the significance level of 0/05 has been rejected. The + sign of t indicates that the mean is larger than 5, because the columns confidence intervals are positive also shows it. Therefore, we conclude that with 95 percent confidence all of identified factors affect the social perception of hospital staff. The ranking of these factors by TOPSIS method is done as follows.

Table 6: The results of the ranking factors

Rank	Cli (near to ideal)	di- (distance from the negative ideal)	di+ (distance from the positive ideal)	Factors	Row
1	0/712	0/025	0/01	Values- attitude type	1
9	0/445	0/015	0/019	Communication experiences with people	2
12	0/349	0/012	0/023	Dressing (coverage) of one who is perceived	3
7	0/552	0/021	0/017	IQ-EQ intelligence and personality	4
8	0/501	0/016	0/016	Cultural context	5
10	0/407	0/02	0/021	Mental status	6
11	0/369	0/013	0/022	Misery Business	7
5	0/586	0/022	0/015	Age	8
3	0/612	0/02	0/013	Treatment and non-verbal behavior of one who is perceived	9
2	0/634	0/021	0/012	communication of one who is perceived	10
4	0/589	0/019	0/014	Emotional experiences	11
6	0/559	0/019	0/015	Education	12

Conclusion

This study aimed to identify and rank the factors affecting the social perception of Kashan Shahid Beheshti hospital staff has been completed. Social perception reflects the categories of social perception of objects, social imagination and person understanding. Social perception is one of social sciences which as a branch of social psychology argue about person's understanding of the environment and the environment and society. Social cognition is a process in which an individual can recognize and understand the environment and other people to know and understand what is that and imagine the objects of his/her environment.

Perception is not contains only general knowledge of environmental objects but also include individual activities, and in a way that is associated with his/her peers and has a social space, when in the absence of a social event we have an imagined it is called social imaginary. It can be said that each social perception which resulted from comparing a set of real data with a series of social imagination or obtained from a set of attitudes and information about a social object called social imagination. This study covers the influence of social factors on personal perception in the perception of the person or group or perception of a group of other groups. In short, social perception is a process by which we can to know something to recognize and understand and

appreciate the environment and others. As the results of data analysis showed among the identified factors values and attitude type, connections of one who perceived and the type of treatment and non-verbal behavior are the most important factors affecting social perception Kashan Shahid Beheshti hospital staff, as well as psychological factors of mental status, busy, and type of dressing of one who is perceived were identified as the least significant factors effecting on the social perception of staff. Finally, ranking of all factors were as follows.

Table 7: Prioritizing the factors affecting the social perception

Ranking	Factors
1	Values- attitude type
2	Communication of one who is perceived
3	Treatment and non-verbal behavior of one who is perceived
4	Emotional experiences
5	age
6	Education
7	IQ-EQ intelligence and personality
8	Cultural context
9	Communication experiences with people
10	Mental status
11	Misery Business
12	dressing of one who is perceived

References

Azerbaijani, M. et al., (2008). Social psychology with attitude to Islamic sources, Tehran: SAMT Publication, Qom, Institute of Science, Third Edition.

Christensen, I. H., Wagner, H., & Sebastian (2006). General Psychology, Department of translators, Qom, the center of the Publication of Imam Khomeini Educational and Research Institute, First Edition.

Dervishi, A. (2005). The working -administrative environment of branches of ten districts of Islamic Azad University. Research projects, Islamic Azad University, Roodhen Branch.

Ebily, Kh., & Moaffaghi, H. (2005). Modern management concepts. Tehran: Sargol publication.

Farhangi, A. (1982). Social Perception and communicative behavior in other cultures. Noor Specialized Magazine.

Gabriel A., & Verba, A. (1963). The Civic Culture (Princeton, New Jersey: Princeton University Press.

Hooman., H. A. (2002). Providing and standardizing the measures of job satisfaction. Tehran: State Management Training Center

Iravani, M., & Khodapanahi M. K. (2007). Psychology of sensation and perception, the study of ICTS Social Sciences, Tehran, eleventh edition.

Mansour, M. (2009). Genetic Psychology, the study ICTS Social Sciences, Tehran.

Mirsepassi, N. (1986). Human Resource Management (system-oriented approach). Tehran: published author.

Parsons, T., & Shils, E.A. (1951). Values, Motives and Systems of Action.

Shafiabadi, A. (1985). Professional guidance and career counseling theories and theories of career choice. Tehran: Roshd publication.

Winch, P. (2007). The future of social science and its links with Philosophy (Trans: Organization of the study and SAMT development, Tehran, Second Edition.