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Identify factors affecting internal response of educational institutions to society network evolution

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Abstract
Present research seeks to review factors affecting responsiveness of training organizations to society network evolution. Data from 500 directors and deputies of secondary schools in the city of Tehran using stratified random sampling gathered through a questionnaire and analyzed using structural equation modeling. Reliability of this questionnaire was calculated using Cronbach's alpha at 83%. To calculate the validity, structural validity was used and the results show the validity of the survey tool. The primary outcome shows that the amount kmo is 0.83 closes to one as well as the significance of Bartlett's test is zero and is smaller than 0.05 and statistically significant. After analysis the following factors were identified that included:1. Professional Ethics; 2. Critical Thinking; 3. Social Responsibility; 4. Ethics and citizenship education; 5. Global Citizenship.

Key words: *Responsiveness, Educational Institutions, Society Network*

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Introduction

Various societies affected by the enormous scientific and technological evolution are moving toward information society or network society. Network society is a society which is structured by the technology. In the network society, community faces to challenges such as social inequality, new identities, and deconstructing the distinction of institutions such as the government and the role of the Internet and social networking opportunities in research, creativity, interactivity and global coexistence, identity formation fluid and so on. It seems that due to the challenges, social cohesion and identity in the information society, especially in developing countries has been undermined. The process of globalization by expanding the scope of social life make social world very large and uncontrollable feeling is created in such a world. Virtual social network in terms of popularity among users and the vast geographical scope within national boundaries, becoming a personal relationship and free from any control by the authorities, the means of communication have become indispensable in the field of influence beyond the control of governments and have created institutions of power in society.

According to Castells, dominant functions and processes in the information age increasingly is more organized around networks. The networks shape a new social form of our societies. Logic network changes the production, experience, power and culture. According to him, in the end, "power flows surpass from power flows" and the absence or presence in the network is power supply and change in society.From Castells perspective, information age, cultural autonomy against the material basis is our experience, because the culture that resulted from the integration of electronic communication and indicates the end of a wide audience and the formation of an interactive network.

New media element that Castells remind in "new technological framework" refers to the formation of a new means of communication as "communication option". This level of communication which computer network is backbone, being digital is language and distribution and global engagement is wide, in the context is Mass-self communication, in the distribution is Self- generated in content and in attain is Self- directed in Emission, for this reason communication flows continuously delivery, migratory, based on individuals and small groups and are influenced by everyday movements.

Media that conditions are changing most rapidly have conflicting effects, as can be various forms of communication and as a source of cultural currents that momentto build and rebuild simultaneously global local "meanings" in the "public domain" and "public opinion". (Basirijahromi, 2014: 27-20)

In order to understand fully the impact of the Internet on society, we must remember that technology is the material culture; the product is created in a social process, institutional environment, based on ideas, values, resources and knowledge of primary producers and Next manufacturers (Castells, 2014: 11)

In this process, technology users as those who are fit to technology, rather than adopt them are considered and by doing so improve its users and endless interactive process between production and mass production. Thus, to evaluate the relationship between the Internet, special feature of the Internet as a technology should be considered and must be placed in a field of development and overall social structure that the cultural characteristics of this structure is characterized by independence, addition of this new social structure called a networked society we are living through a culture of freedom is the independence of the Internet as a technology has been identified. (Castells, 2001, 2014: 11)

Our society is a network society, that the powerful personal and organizational networks and the Internet are connected by a digital network. Network society is a global society net-

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work because the network is global and without borders. This historically specific social structure is the interaction between technology paradigms, emerging on the digital revolution and some major social changes.

Main aspect of this change the appearance of society label "me-centered" or of "Sociological terms", the process of individualism, reduced understand terms of space, work, family and property is generally acknowledged. (Assignment) and this is not the end purpose and location-based society and interactions, but the changes can be examined to the structure of social relationships, strong culture, individual nodes that can be used as a form of society based on the interests, values and individual projects. individualism process is not just a matter of cultural evolution and the process of material production activities is through new forms of organization of economic, social and political development of space-based (urban) and business (the emergence of global networks and business processes) Culture and communications (mass communications mass media based on their internet-based mass communication), the patriarchal family crisis, increase the independence of family members, replacing policies on the politics of the mass media, globalization as network locations and processes around the world. (Castells, 2014: 13)

Academic studies have shown that the Internet can isolate people or reduce their socialization, vice versa socialization people is increased. (Castells, 2007, and Wellman Rani in America 2012, Cardoso in Portugal 2010, the Center for the Digital Future, 2012) Control other factors, has shown through increased use of the Internet enables people to feel personal freedom and influence and all the feelings of hope and happiness and personal well have a positive effect on it. Internet is the key to the emergence of a culture of independence helps to create separation process individualism and independence through social actors and those involved in the process, have become topics. They define the objectives, particularly through interactions and through information and submission of social institutions. This makes for a minority because of their ability to move on to introduce a new culture in the area of social life which includes:

In business (entrepreneurship), the media (the active audience), internet (creative users), market (consumers informed and active), in education (students as critical thinkers, to allow the possibility of new border education and training and e-learning mobile learning through education), health (health systems focused on patient management), electronic government (awareness and citizen engagement), social movements (cultural changes in local communities such as the originality Embed women, environmentalism) and in politics (independence of the citizen to be able to contribute ideas, worthy of a political network) (Castells, 2014)

"Rise of the site (base of social networks and the Internet" from 2002 with the creation of (Face book Friend star) is a new socio-technical revolution taking place on the Internet. The rise of social networking sites, where all human activities on offer to the business of personal interaction. For work provides culture, communication and social movements to policy. Social networking sites are Web-based services that allow people to:

1. The creation of public or quasi-public interests in a limited system
2. Articulate a list of other users who share associated with them.
3. Find and check the list of connections and those through other people within the system have been introduced. (Boyd and Ellison 2007: 2)

Social networks since abandoned their world and have surpassed the e-mail, so that in September 2010 the number of users reached to one billion, this figure doubled in 2013 especially due to the increase in China, India and Latin America has emerged a large variety of social networking sites (SNS) through countries and cultures.

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The most important activity on the Internet at this point of time is through social networks. SNS have become choices for a variety of activities, not just personal, friendly or chat for marketing, e-commerce, but also for educational, cultural creativity, application health, media distribution and social activities.

Social networking sites via users built-in based on specific criteria. Entrepreneurship is in the process of building sites and people based on their interests and their elected by the people and by their networks, with highlight and latency levels of design and creation. The key to success is not in obscurity, but in front of it with the supplier (self-representation) is a real person establishes a relationship with real people. Thus, a self-made society through network is connected to other networks. But this is not a virtual one, in fact, a close relationship between virtual networks and networks in a wide range of life and one of the worlds combined; a real world is not a virtual separated world. (Castells, 2014: 17)

If you need an answer as to what's happening on the Internet socialization, the answer is that a significant increase in the population dynamics of the network of connections and society on the web? This cultural exchange is for this reason that people share their experiences with emotional low cost and energy and effort to save money. People surpass time and space and content producers, fittings and connections are repetitive exercises. It is a global network of human experience in every aspect of development cooperation in stable multiple interactions with them choose courses of their own self-assessment. So people living in their physical lives but increase in multiple dimensions in SNS and social practices: Sharing, complexity or mixing and live in the virtual world and what it has flow space "or mental space" is called facilitated. (Castells, 1994 to 2014)

Evolution in the network society

Political changes

In the first decade of the 21st century, social movements around the world use the Internet as a space of formation and have a permanent connection. In all cases, the capacity of these movements to organize them without a central leadership by stimulating an emotional movement is seen. These movements in the context of exploitation, oppression, social tensions and social conflicts are occurred. But the campaign is not only a challenge to governments and on the other hand technology that won the movements. But the point is that no technology and wireless communication, social movements can present a challenge to the government.

Social Transformations

In the era of globalization, the space is placed in the channels of aversion communication tool. In the space of a society with the customs, traditions and aspirations of individuals and communities understand and accept the rational or irrational elements, the change in the customs of their community, which results in the need of cultural, political, economic etc in poor communities to create intellectual and practical dependence. (Jahed, 2013: 45-44)

Cultural evolution

Culture media

In the new world, according to criticized researchers communication, to learn the culture "of the American public" around the Earth, a suitable ground is created, as in recent years, Western countries including the United States of America cultural products, the country's second largest export category of aircraft technologies have formed. Some researchers believe that the American dream is reflected in movies and television series, among exporting the United States had the first place. (MotamedNejad, 2009: 65)

Youth identity change

Globalization has complicated manner and influence on youth rethink and revises the structure of feelings of identity and place in society. They are stable under the influence of new trends in cultural, technological and social lives. What Ajegbo report noted that identity

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is not connected only to the cultural heritage, but also to where people work and opportunities for activities is assumed patterns. Social identity, and individual belief, often by way of wearing brand names acquired. (Miles 2003)

Harvey (2003) stated that young people cannot control the speed and direction of social change, but they can have a conversation about the effects of these changes on their lives. As is often pointed out, young people are often at the forefront of technological and cultural changes that may be associated with globalization. They have a wide field of international media to express themselves they were using and as Ang (2003) argue, being active is not necessarily powerful and specific in the context of globalization.

Youth is not a passive consumer culture and globalization, they have the authority and power is re-creation and imagination through peer and other geographical and cultural influences that shape identities indicate complexity. Internet and new technology is a major factor in the ability of youth to create identities. (France, 2007)

Research Nayak (2008) reflect the complex and multi-layered ways in different groups of young people, social affiliation, cultural and economic circumstances of the particular community. They have a sense of belonging to it must be compatible with the processes and effects of globalization is to create identities that has a complex relationship with their positioning.

Mayler and red (2007) have suggested that how this multiplicity and complexity of identities, can represent a positive feeling and a sense of deprivation. This complexity of identity and place is due to the collapse of societies that has its roots in cultural aspirations and multi-cultural societies. Young people create their identities, identities in part by a series of factors in favor of mechanism for the rapidly changing world is permeable. In the meantime statement made about who they are and how they see themselves in peer groups and communities are understood.

Educational evolution

Web 2 "and" Web 3 "changed the ways that students gained the knowledge and information. This charm is especially for students who grow surrounded by these technologies. For learners on the sidelines of digital, traditional education lacks incentives for those who use the media types is a stimulating incentive. (Barbas, 2015: 532)

Education as a society, also need to follow to change the focus on knowledge-based approaches. According to the European Commission (EC) (2003), "lifelong learning as all obligations learning activities throughout life, with the aim of improving the skills and competencies within the individual, city, community or prospects associated with employee" is defined.

Learning in the Digital Age will not depend on individual student needs, storage. But also is based connected learning through interaction with various sources of knowledge (including internet and learning management systems) working in communities, shared interests, social networking and group responsibilities. (Siemens, 2004)

People need to learn real skills and competencies, especially for a digital society and communication in order to benefit the interests of the effectiveness and impact of e-government, e-learning, e-health services and active participation in the knowledge society as partners, not creating as customers simple, as the European e-skills strategy is expressed. (McCormick, 2010)

Merit basic electronic skills are soft skills (interpersonal). These skills and competencies can be promoted in the community and a virtual collaborative environment. (Wenger, 1987, according to Barbas, 2015: 545)

E-skills

With the network society (Castells, 2005) has been the rapid growth in demand for electronic skills and those skills for competition, efficiency and innovation are vital workforce as

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well as professionalism. (McCormick, 2010)
Although education is consistent with this demand and requests, but there are 85% of correlation between e-skills and competencies. So, quick action should be taken to improve the skills of the students, the elderly, teachers, employees and general managers.

E-business skills: the ability of that person needs to get the opportunities offered by ICT is concerned. This skill not only the ability to use the Internet to improve the efficiency and effectiveness of the organization's performance in key business areas, but also that part of the skills include the ability to discover new ways of doing business processes or to create new business. In May 2010, the Commission Europe, creating Europe's mission to expand the 7 primary domains has enacted. In some specialty areas, such as:

1.Promoting digital literacy
2.Improvement and development of the European framework for ICT professionalism
3.Increase of movement of workers across Europe
4.Creation of web-based learning resources to enhance the participation of women in the ICT workforce
5.Automatic evaluation and access
6.Open-education clients on the new media technologies
7.Offer European-wide indicators of digital competences and media literacy

People with e-skills to be able to think critically and several liabilities (multitasking) and cooperate in the work of the group, As McCormack said, We need people with skills to prepare a foundation for the use of people with e-skills and use them. E-skills leading society is for a society based on knowledge. (Barbas, 2015: 346)

Electronic literacy or digital literacy

Electronic literacy or digital literacy is a group of eligibility to allow people to acquire knowledge through digital processes. (Barbas, 2015: 538) According to electronic journals, digital literacy refers to the knowledge, skills, understanding and attitudes necessary for people to do simple reflection rich and enabled the IT environment.

To understand digital literacy, first understand the concept of literacy before the 21st century. Literacy means the ability to compare and understand what it means to understand is called, knew the writing language. Digital literacy is the ability to use a computer or e-mail can understand what we read on the Web or computer, digital literacy is the ability to understand and interpret the information available for all digital media. By digital literacy of our ability to communicate, work more effective through efficiency in understanding, using, summarizing and evaluating, creating and communicate information through digital technology.

Soft skills

Soft skills are the interactions of people's attitudes, work performance and enhance the career prospects. So when trying to create a list of all the soft skills required, these are very high. Schultz (2008), a list in the classification has created an extensive and original.

• Staff behavior and interpersonal behavior: In addition, he pointed to three basic skills that are important to him.
• Communication skills: speaking and writing language skills for more people to know what to say and how to say in different situations is a crucial soft skill.
• Critical thinking and analytical skills, as well as structural
• creativity

Obtaining soft skills and make them part of students' educational program is very important. They merge into each of the programs have the possibility to learn and apply skills in the cause. Soft skills form the personality. Ability and social competence to complete the technical skills needed to perform a job or task, and also to balance the technical and scientific knowledge is important. (Barbas, 2015: 537)

According to Parados (2000) describes the commitment and accountability based communication is the responsibility of having to

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determine or create the resources or authority, responsiveness relationship between a "responsive and will respond" in which the respondent is obligated to explain their behavior and in a position to judge and person can also call or answer questions, and judgment and must face with consequences of performance and behavior. (Bones, 2007: 450, quoting the Vaziri, 2009)

1. Social order: in a fair, efficient system of questions in the correct channel is located and through mechanisms intended to respond to those reached and thus is suitable.

2. Growth and Development: Responsiveness is the growth and development of any system that claims to be, in other words, as an instrument of progress and continuous improvement of services to meet the public service refers to the positive side is that this is a learning process. (Esfandani, 2014: 93-92)

3. People satisfaction: legitimacy and public confidence in the organization: customer-oriented model of government was adapted and re-model the model of Total Quality Management (TQM) Borrowed and claim that state managers, producers, manufacturers and service providers are government. They examine the attitude of the customer, to provide appropriate services, empowering his subordinates. (TeimourNejad, 2004: 48).

Indicators of effective responsiveness:

1. Rules and responsibilities are clearly the rules and responsibilities of the groups in terms of responsiveness must be properly understood and accepted.

2. Clear expectations of performance virtues expected should be clear and understandable.

3.The balance between arrangements and capabilities: the lack of a plausible link between the expected mandate and resources required to analyze and lack of effective responsiveness.

4.Authoritative reporting: information must be reported timely and reliable person to take care of their performance.

5.Revised logical: responsive group to carry out to feedback from performance data in order reforms. (Khanzadeh, 2008: 46)

Internal responsiveness:

Peter Drucker said that private organizations in order to maintain its legitimacy and survival in the environment should accept that public and social role as well. This social role of the principle that each person is responsible for their behavior stems accepted and if by him, whether intentionally or unintentionally, harm to others should be held accountable. Organizations are also excluded from this category and should be held accountable for their bad social impact. (Moshabbaki, 2010)

In fact, this kind of transparency and responsiveness responsibility can prevent phishing of sabotage and organizational problems and facilitate the work and bring greater efficiency in government agencies. Internal responsiveness at the United Nations Educational outcomes can be noted as follows:

1. Professional Ethics

Professional ethics can be professional expressing beliefs about what is right and relevant to the profession's standards. the characteristics of the people by saying that the person is responsive and responsible decisions and accept the consequences and set an example to others, sensitive and moral responsibility for its own benefit and to pay all diligent and responsible that takes over with all sincerity (Mobini, 2011: 137)

2. Social Responsibility

One of the topics in the realm of professional ethics is social responsibility, which can be economic, legal and ethical responsibilities of a good friendship that is divided on a voluntary basis. Dimensions ethical, religious, charitable and social responsibility today, more attention has been associated with these behaviors that community organizations are expected but have not been codified in law.

3. Critical Thinking

Critical thinking is a process that helps people of what they believe to understand how review peer and examine critical issues were rational

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reasons. Peter (2007) defined critical thinking skills as all of which are high-level thinking and analysis skills and knows the later interpretation, self-regulation, evaluation and conclusion in the final stage and in fact a person with reasoning and logic to review and revise the beliefs, opinions and behavior and makes decisions based on evidence. "(Maleki, 2006, 99)

4. Ethics and citizenship education

Undoubtedly, the good citizens are concerns raised by education systems in many countries of the world. All societies have deep concern and preoccupation with how your young teen prepared for urban life and citizenship and the way they learn to participate in social issues.

5. World Citizen

Information technology makes it quick and easy to people of the nations. This has been in the past if countries have made locally and are thought to act within the democratic, democratic action today to think globally and among nations. In fact, the shift from teaching to learning, one of the important characteristics of future bilateral citizen and can say the future citizen or third millennium must be compatible with the future prospect of growing up, he could not imagine a future different alternatives, and critical thinking skills and creative decision-making and could be an active citizen in the community participate. (Ghaedi, 2006: 6)

Method

Present research is practical, the data in this study was low and because it imposes a variable and control variable and what is research pays off, so the method is described. To responsiveness the organization's internal training of factor analysis (heuristic) is used.

Statistical society of present research is high school principals and deputies of the city of Tehran, which is based on a stratified random sampling method and sample size formula, 500 were calculated. Present study assessment tool is a questionnaire composed of 41 items that educational organizations through effective responsiveness by the managers of educational unit evaluated and finally by factor analysis of principal component analysis were analyzed:

Findings

In the first stage, 41-item questionnaire response was principal component analysis the results of which are presented below(table1). Kmo sizes and Bartlett test results are shown. As seen in the table1, kmo amount is equal to 0.83, which is close to one, as well as the significance of the Bartlett's test is zero, which is smaller than 0.05 shows that statistically is significant. Therefore, based on both criteria, it can be concluded that the implementation of factor analysis based on the correlation matrix of the sample group would be justified.

After doing factor analysis and varimax rotation method to simplify the implementation of components, it became clear that the best analysis has 5 components.

To determine the current state of responsiveness with regard to the dimensions of one of influent T test to compare the means of each variable on the ground with expected average is used that in this method average observed that each component is compared with expected average.

In contrast to single-sample T-test the null hypothesis and is as follows:

HO: There are differences between the sample and the average expected.

kmo size and Bartlett Exploratory analyzes test	
0.830	Sampling indices
*10645.212	Bartlett Exploratory
Freedom degree 820	Bartlett
Significant level 0.000	

Table 1. kmo size and Bartlett Exploratory analyzes test results

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Variables	Average	Standard deviance	Standard error	Average difference	Statistic T	Freedom degree	Significant level
1- professional ethic	3.61	1.-1	0.05	0.61	11.44	499	0.000
2- social responsibility	3.36	1.13	0.05	0.36	7.03	499	0.000
3-criticized thought	3.44	1.20	0.05	0.44	8.22	499	0.000
4-citizenship behavior	3.23	1.31	0.06	0.26	4.43	499	0.000
5-global citizenship	3.33	1.28	0.06	0.3	5.74	499	0.000

Table 2. summarizes the T test to check the status and responsiveness components

H1: There is a difference between the sample and the average of the expected.

As seen in the table2 above average difference "internal responsiveness" and all its components with expected average are significant because all its significant level is less than 0.05. Thus, the average "internal responsiveness" and all its components from the expected mean or average score is larger component, which means that the current situation "Individual responsiveness" and all its components is higher than average.

Discussion and conclusion

First factor: With 9 questions is 57.54 and 57.54 percent of the total variance explained the common variance and was named the "professional ethics".

Second factor: this factor is 1.279 and 9.840 of the special value of variance were named as social responsibility.

Third factor: with 8 questions is 5.559 and 72.942% of the total variance of the percentage of common variance explained is called "critical thinking".

Fourth factor: with 8 questions, 4.837 and 77.779% of the total variance of common variance explained and was named "ethics and citizenship education".

Fifth factor: with 8 questions with a 3.392% of the total variance and 81.703 of common variance are explained that was named "global citizen".

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