

## A Survey on the Attention Criteria of Work culture Components in Iran Elementary School Textbooks

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### ABSTRACT

The purpose of this investigation is to examine & evaluate the amount of attention paid to Work culture components in text books of primary education in Iran. It is implemented by quantitative method, content analysis. The statistical population, in this research, related to the all textbooks of primary education level, included 36volumes & eight titles in school year 2008-2009. The statistical sample, also, included 31 volumes in seven titles. In order to analyze the data derived from the text books, the Shannon entropy method which is one of the methods in content analysis is used in this way to compute the coefficient of importance of each component of work ethic. The results of analyzing 31textbooks volumes show that there is no equivalence & comprehensive attention to Work culture components & elements.

**KEY WORDS:** Work culture, text books, primary education level, content analysis, Shannon entropy

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### INTRODUCTION

The definition of Work culture& work morality is a set of beliefs, values & principles which have influence on man's mentality, duty & performance in the working area [1].

Meriac & et. all (2009), also, believed that Work culture& work morality depending on a view and belief ones have about the work. It is reflected by their performance & behavior in a work condition [2]. The positive Work culture is a cultural way. It supports one's responsibility toward the work he/she is going to do & is based on a belief that the Work cultures an intrinsic value [3, 4].

The experts' statements argue that the Work cultures relatively weak in Iran & paid less attention to it. It is, also, not appropriate for economic & social development [5]. To this end, the Work culture condition must be evolved by interfering in known factors & the tendencies, visions & knowledge toward the work made by each individual. One of the main factors played an important role in promotion & improvement of the Work culture in the society, is educational system. Creating a positive tendency & true vision toward the positive work ethic, the education system can play a determinant role for the future of the society. Today, the industrialists & merchants stressed that the schools must help the students to recognize the importance of the Work culture& work morality for their individual, occupational, vocational & professional success in future [6].

Friedman (2001) believed that learning the Work culture& work morality facilitate the access to the general objectives of education system (such as citizenship training, having the useful life level in the society & increasingly economic). Learning the Work culture not only makes people strong enough to manage the challenges of their living & work affairs in a world society, but also makes them responsible for their family, & toward the society & work too. It can be lead to their success in their employment [7].

Today's organizations, furthermore, are interested in attracting the workers who believed in intrinsic value of the Work culture (Work culture& morality). The employers, also, asked the workers having positive Work culture [2]. According to this important issue, the educational system in general, & the content of textbooks in specific can play an important role for creating & improving the positive work ethic. Because of being one of the most important environmental stimulants, the content of textbook, can be

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effective in successfulness or failure in ones beliefs, attitudes, criteria& value mentality. Since text books organized the basic tools for education & upgrading needed for teachers & students in teaching & learning process, it is the most important one in the concentrated educational system in Iran [8].

In any case, the work ethic, in different country, has had a vast variety in theoretical & investigative literature .Because the main components would help the content of textbooks studying, in this research tried to pay more attention to it. After studying the most important components of Work culture from the points of view of the pundits in & out of the country &also, surveying the theoretical texts & investigations, 13 components suggested in this respect such as : hard-working, teamwork, cooperation & consultation, respect for the order & regularity& observing the law, responsibility, unanimity& mutual respect, tendency to learning, flexibility, commitment & loyalty toward organization, the interest in work, creativity, having knowledge & specialization, observing the rules of hygiene & professional health which have been, in this research, the main axis in evaluating the content of textbooks in primary education level.

### **The purpose of research**

The purpose of this research is to study & analyze the contents of Work culture components in the textbooks of primary education level. According to main purpose of research the following questions should be answered:

- 1- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Persian textbook?
- 2- To what extent, in elementary level (primary education level), has been considered the Work culture components in Science textbook?
- 3- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Civics & social education textbook?
- 4- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Religious (Hediyeh Asemani) textbook?
- 5- To what extent, in elementary level (primary education level), has been paid to Work culture components in Quran textbook?
- 6- Totally, to what extent, in elementary level (primary education level), attention has been paid to Work culture components in all of the textbooks?

### **METHOD**

According to research objective, the content analysis used descriptive investigation method. The content analysis is an investigation technique applied for studying & explicating the words, concepts, terms, themes, phrases & certain sentences existed within some texts or set of texts[9]. The statistical population related to the whole textbooks of primary education level included 36volumes in 8 titles as: Farsi (let's reading), Farsi (let's writing), Science, Hediyeh hay Asemani, Hediyeh hay Asemani(work book), Quran, math, Civics 1387-1388.5titles of textbooks with more proportional to subject, topic& object, selected in this respect: Farsi( let's reading), Farsi (let's writing), Science, Civics, Hediyeh hay Asemani, Hediyeh hay Asemani(work book), Quran in primary education level. In order to analyze the date derived from the text books, it has been used one of the most recent method in content analysis area called Shannon entropy [10]. It is an instrument in the information theory using a probability distribution to measure the unreliability of index. According to this method so-called Jobrani model, the content of text books studied, questioned & classified in a case of thirty one respondents (the books under evaluating), thirteen components & a number of subcomponents too. The pages (means text, question, exercise, illustration) made the analytical course of this research. It is worthy of mention that the present content analysis method using the available sources such as {Smith, Noble (2004) [11], Lovejoy, 2000, [12] Poole & Zhan, 1993, [13] Torraco, (2002), [14] Clarke, (2004) [15] National Business Education Association, 2001[16] Pape, (2003), [17]Brott,(2003) [18]... } to select the components related to the concepts of work ethic. Some components & indexes of this research have been proved by several management & educational sciences experts. The retest method (test-retest), also, has been used as a verification one to determine the reliability of the instrument. Studying the textbooks of primary education twice, the validity of present investigation was proved as the results were the same in this respect.

**RESULTS**

The information derived from analyzing the data is given below separately for each question.  
 1- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Persian textbook (let's read & let's write)?

**Table no. 1-1: Frequency distribution table of research categories at Persian books' pages of elementary course**

| Category level | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | Flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| One            | 3            | 5        | 1               | 4                                  | 2              | 4              | 5                    | 0           | 0                | 0         | 0          | 0                | 1  |
| Two            | 11           | 7        | 1               | 2                                  | 3              | 3              | 5                    | 0           | 1                | 2         | 0          | 1                | 0  |
| three          | 6            | 25       | 8               | 2                                  | 1              | 8              | 1                    | 1           | 0                | 1         | 4          | 0                | 0  |
| four           | 5            | 8        | 7               | 1                                  | 1              | 6              | 7                    | 1           | 2                | 4         | 5          | 2                | 1  |
| five           | 15           | 2        | 8               | 0                                  | 1              | 1              | 6                    | 1           | 4                | 2         | 2          | 4                | 1  |
| total          | 40           | 47       | 25              | 9                                  | 8              | 22             | 24                   | 3           | 7                | 9         | 11         | 7                | 3  |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no. 1-2: Importance coefficient table of research categories at Persian books' pages of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | Flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/090        | 0/080    | 0/083           | 0/078                              | 0/092          | 0/089          | 0/092                | 0/068       | 0/059            | 0/078     | 0/064      | 0/059            | 0/068  |

The greatest coefficient of importance, 0/092, in the pages of Persian text books related to responsibility components & tendency to learning & the smallest one, 0/059, correlated to the components as an interest in work & having knowledge & specialization.

2- To what extent, in elementary level (primary education level), has been considered the Work culture components in Science textbook?

**Table no. 2-1: Frequency distribution table of research categories at the empirical sciences of elementary course**

| Category level | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | Flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| One            | 0            | 5        | 12              | 0                                  | 1              | 0              | 0                    | 0           | 0                | 0         | 3          | 0                | 0  |
| Two            | 0            | 9        | 2               | 0                                  | 1              | 0              | 0                    | 0           | 0                | 0         | 0          | 0                | 4  |
| three          | 0            | 12       | 8               | 0                                  | 2              | 0              | 0                    | 0           | 0                | 0         | 2          | 0                | 0  |
| four           | 0            | 11       | 4               | 0                                  | 1              | 0              | 0                    | 0           | 0                | 0         | 3          | 0                | 1  |
| five           | 0            | 8        | 7               | 0                                  | 0              | 0              | 0                    | 0           | 0                | 0         | 4          | 0                | 2  |
| total          | 0            | 45       | 33              | 0                                  | 5              | 0              | 0                    | 0           | 0                | 0         | 12         | 0                | 7  |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no. 2-2: Importance coefficient table of research categories at the empirical sciences of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/000        | 0/235    | 0/219           | 0/000                              | 0/199          | 0/000          | 0/000                | 0/000       | 0/000            | 0/000     | 0/203      | 0/000            | 0/143  |

The greatest coefficient of importance, 0/0235, in the pages of Science text books related to teamwork component & the smallest one,0/000, correlated to the components of Hard-working, respect for the order & regularity& observing the law, unanimity& mutual respect, tendency to learning, flexibility, interest in work, commitment & loyalty toward organization, having knowledge & specialization.

**3- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Civics & social education textbook?**

**Table no. 3-1: Frequency distribution table of research categories at social education books of elementary course**

| Category level | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| One            |              |          |                 |                                    |                |                |                      |             |                  |           |            |                  |  |
| Two            |              |          |                 |                                    |                |                |                      |             |                  |           |            |                  |  |
| three          | 2            | 4        | 4               | 11                                 | 3              | 1              | 1                    | 1           | 2                | 0         | 0          | 0                | 1  |
| four           | 2            | 6        | 17              | 6                                  | 4              | 2              | 0                    | 0           | 3                | 0         | 1          | 0                | 0  |
| five           | 1            | 4        | 26              | 7                                  | 4              | 0              | 0                    | 0           | 4                | 0         | 0          | 0                | 0  |
| total          | 5            | 14       | 47              | 24                                 | 11             | 3              | 1                    | 1           | 9                | 0         | 1          | 0                | 1  |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no. 3-2: Importance coefficient table of research categories at social education books of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/153        | 0/157    | 0/131           | 0/154                              | 0/158          | 0/092          | 0/000                | 0/000       | 0/154            | 0/000     | 0/000      | 0/000            | 0/000  |

The greatest coefficient of importance, 0/0158, in the pages of Civics & social education text books related to responsibility component & the smallest one,0/000, correlated to the components such as tendency to learning, flexibility, commitment & loyalty, creativity, having knowledge & specialization & observing the rules of hygiene & professional health.

**4- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Religious (Hediyeh Asemani and work book) textbook?**

**Table no.4-1: Frequency distribution table of research categories at the Hediyeh Asemani books' pages and work book of elementary course**

| Category level | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| One            |              |          |                 |                                    |                |                |                      |             |                  |           |            |                  |  |
| Two            | 1            | 3        | 4               | 1                                  | 3              | 5              | 0                    | 0           | 0                | 2         | 0          | 0                | 0  |
| three          | 0            | 6        | 11              | 5                                  | 2              | 6              | 0                    | 0           | 0                | 0         | 0          | 1                | 0  |
| four           | 0            | 5        | 5               | 3                                  | 1              | 2              | 0                    | 0           | 0                | 1         | 0          | 0                | 0  |
| five           | 4            | 32       | 20              | 1                                  | 5              | 4              | 1                    | 0           | 1                | 8         | 1          | 0                | 0  |
| total          | 5            | 46       | 40              | 10                                 | 11             | 17             | 1                    | 0           | 1                | 11        | 1          | 1                | 0  |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no. 4-2: Importance coefficient table of research categories at the Hediyyeh Asemani books' pages and work book of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/070        | 0/132    | 0/167           | 0/164                              | 0/174          | 0/185          | 0/000                | 0/000       | 0/000            | 0/107     | 0/000      | 0/000            | 0/000  |

The greatest coefficient of importance, 0/0185, in the pages of Religious text book related to unanimity& mutual respect & the smallest one,0/000, correlated to the components such as Hard-working, teamwork , respect for the order & regularity& observing the law, responsibility, flexibility, interest in work ,commitment & loyalty, creativity, having knowledge & specialization & observing the rules of hygiene & professional health.

5- To what extent, in elementary level (primary education level), attention has been paid to Work culture components in Quran textbook?

**Table no. 5-1: Frequency distribution table of research categories at the Quran books' pages of elementary course**

| Category level | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| One            | 0            | 0        | 0               | 0                                  | 0              | 1              | 0                    | 0           | 0                | 0         | 0          | 0                | 0  |
| Two            | 0            | 0        | 9               | 0                                  | 0              | 3              | 1                    | 0           | 0                | 0         | 0          | 0                | 0  |
| three          | 0            | 0        | 5               | 0                                  | 0              | 0              | 2                    | 0           | 0                | 0         | 0          | 0                | 0  |
| four           | 0            | 0        | 0               | 0                                  | 0              | 2              | 0                    | 0           | 0                | 0         | 0          | 0                | 0  |
| five           | 0            | 3        | 11              | 0                                  | 0              | 1              | 0                    | 0           | 0                | 5         | 0          | 0                | 0  |
| total          | 0            | 3        | 25              | 0                                  | 0              | 7              | 3                    | 0           | 0                | 5         | 0          | 0                | 0  |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no .5-2: Importance coefficient table of research categories at the Quran books' pages of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/000        | 0/000    | 0/355           | 0/000                              | 0/000          | 0/431          | 0/215                | 0/000       | 0/000            | 0/000     | 0/000      | 0/000            | 0/000  |

The greatest coefficient of importance, 0/431, in the pages of Quran text book related to unanimity& mutual respect & the smallest one,0/000, correlated to the components such as Hard-working, teamwork, respect for the order & regularity& observing the law, responsibility, flexibility, interest in work, commitment & loyalty, creativity, having knowledge & specialization & observing the rules of hygiene & professional health.

6- Totally, to what extent, in elementary level (primary education level), attention has been paid to Work culture components in all of the textbooks?

**Table no. 6-1: Frequency distribution table of research categories in all books reviewed of elementary course**

| Category book    | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|------------------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| Farsi            | 53           | 49       | 26              | 11                                 | 9              | 30             | 34                   | 3           | 8                | 10        | 18         | 7                | 3  |
| Science          | 0            | 45       | 33              | 0                                  | 5              | 0              | 0                    | 0           | 0                | 0         | 12         | 0                | 7  |
| social education | 5            | 14       | 47              | 24                                 | 11             | 3              | 1                    | 1           | 9                | 0         | 1          | 0                | 1  |
| Hediyyeh Asemani | 5            | 46       | 40              | 10                                 | 11             | 17             | 1                    | 0           | 1                | 11        | 1          | 1                | 0  |
| Quran            | 0            | 3        | 25              | 0                                  | 0              | 7              | 3                    | 0           | 0                | 5         | 0          | 0                | 0  |
| total            | 63           | 157      | 171             | 45                                 | 36             | 57             | 39                   | 4           | 18               | 26        | 32         | 8                | 11   |

Based on the frequency, the coefficients of importance related to the components of research are as:

**Table no. 6-2: Importance coefficient table of research categories in all books reviewed of elementary course**

| Category | Hard-working | teamwork | Consult in work | Respect for the order & regularity | responsibility | Mutual respect | Tendency to learning | Flexibility | Interest in work | unanimity | creativity | Having knowledge | Observing the rules of hygiene & professional health |
|----------|--------------|----------|-----------------|------------------------------------|----------------|----------------|----------------------|-------------|------------------|-----------|------------|------------------|--|
| wj       | 0/088        | 0/092    | 0/089           | 0/083                              | 0/100          | 0/094          | 0/078                | 0/037       | 0/078            | 0/064     | 0/106      | 0/025            | 0/066  |

The greatest coefficient of the whole textbooks related to the creativity component, 0/106 & the Smallest one is related to having knowledge component, 0/025.

### DISCUSSION AND CONCLUSION

As mentioned before, each of the components discussed in this research plays an important role in creating positive Work culture for students. Paying appropriate attention to them, obviously, is to be more influential for the job opportunities of students in their future occupational situation. According to the results derived from table (6-2) the greatest coefficient of the whole textbooks related to the creativity component (0/106) & the smallest one is related to having knowledge component (0/025). If we want to criticize & analyze the Work culture components for each text book separately, the findings reveal that there is no comprehensive & coordinated attention toward the Work culture components in text books. In other words, the components of Work culture have not been appropriately considered in the text books of primary education level which assumed to be the underlying of concepts & cultural development. For example the components like: having knowledge & specialization, interest in work, observing the rules of hygiene & professional health, tendency to learning& flexibility are not of much importance in all textbooks. Considering that the Work culture learning makes one successful in his/her job & job security in special & in his/ her life & in the society in general, it is essential for policy makers & educational planners, comprehensively, to pay more attention to the components of Work culture in the set of textbooks related to the primary education level to create a positive trend & a true vision in students toward the work & the positive Work culture preparing them to play an effective role for the future of society.

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