

A COMPARATIVE STUDY ON COMMUNICATION SKILL AND MOTIVATING SKILL IN YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONES IN TIGRAI REGIONAL STATE

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ABSTRACT

The purpose of this study was to compare the communication skill and motivating skill in the youth and sport offices of Mekelle and Central Zones. Comparative survey specifically, Cross-sectional design was used to compare the various groups. The researcher used simple random sampling technique to select ten Woreda and Sub city youth and sport offices from the -19- Woredas and Sub-cities of the two Zones. The researcher also used purposive sampling technique to select the whole population (108) of the selected Woreda youth and sport offices as a respondent. A total of -19- self made but standardized 5 liker test questionnaire and 6 unstructured interview were used in order to collect concrete and relevant information about the above two variables. Pilot study was conducted to check the reliability of the questionnaires and the result of the test of reliability Alpha coefficient was 0.742 and 0.645 for communication skill and motivating skill respectively. One way analysis of variance (ANOVA) was used to compare the communication skill among the governmental and non-governmental bodies. Post-Hoc LSD multiple comparison was applied to identify the differences between the various groups in the youth and sport offices of Mekelle and Central zone. Further independent t-test was used to compare the motivating skill among the youth and sport offices of Mekelle and Central zone. The results obtained through post hoc multiple comparisons and independent t-test proved that, there was statistically significance difference among the various groups in youth and sport offices of Mekelle and Central Zones on their communication skill however there was no statistically significant difference on their motivating skill.

Key words: communication skill, motivating skill, governmental and non-governmental bodies', youth and sport offices.

INTRODUCTION: As for human communication is vital for organizational action or, rather, is crucial for the formation and survival of the organization. Without communication, there is no organization. Managers and staff to conduct coordination through communication, planning and control to do, Communication emerged as the most important pillar of the organization is

maintaining its life. It is possible that, when communications and communication's path is properly defined and clearly defined. Therefore, managers need to have effective communication skills. Communication skills alone can build a successful manager (Fattanehet al., 2013).

One of the basic assumptions of organizational behavior is recognizing the interpersonal and communicational characteristics of the individuals in gaining access to effectiveness, efficiency and, ultimately, greater productivity, and achieving the organizational goals. Communication is transfer of information from sender to receiver, implying that the receiver understands the message. Communication is also sending and receiving of messages by means of symbols. In this context, organizational communication is a key element of organizational climate (Drenth et al., 1998).

Understanding exactly what motivation is will help managers decide what actions to take to encourage their employees. Therefore, sport organizations irrespective of size and market strive to retain the best employees and players, acknowledging their important role and influence on organizational effectiveness. In order to overcome these challenges, managers should create a strong and positive relationship with its employees and players to direct them towards task fulfillment. In order to achieve their goals and objectives, organizations develop strategies to compete in highly competitive sport and to increase their performance. Nevertheless, just a few organizations consider the human capital as being their main asset, capable of leading them to success or if not managed properly, to decline. If the employees and players are not satisfied with their jobs and not motivated to fulfill their tasks and achieve their goals, the organization cannot attain success. People have many needs that are continuously competing one with another. Each person has a different mixture and strength of needs, as some people are driven by achievement while others are focusing on security. If the managers are able to understand, predict and control employee behavior, they should also know what the employees and players want from their jobs. Therefore, it is essential for a manager to understand what really motives employees, without making just an assumption. Asking an employee and players how he feels about a particular situation does not provide an accurate evaluation of his needs, as the interpretation could distort the reality itself. The closer one gets his perception to a given reality, the higher is the possibility

to influence that specific reality. Thus, managers can increase their effectiveness by getting a better grasp on the real needs of the players (Iliuta, 2013).

METHODS:

Design of the study

In this study the researcher used comparative research design specifically, cross sectional design i.e. the researcher investigated whether there was a significant difference among the various groups on their communication skill and motivating skill. In addition, the researcher was collected data from the selected respondents' one times using questionnaire and interview.

Selection of subjects

In this study, the researcher selected ten Woreda/Sub-city youth and sport offices from the total of-19-Woredas and Sub-cities i.e. five out of the seven youth and sport offices from Mekelle zone and five out of the twelve youth and sport offices from Central zone of Tigray region by a method of simple random sampling technique. The researcher also used purposive sampling technique to select all the population (108) as respondents from the ten selected Woreda and Sub-city youth and sport offices of Mekelle and Central Zones. All of the samples were participated willingly and voluntarily in this study.

Selection of variables and instruments

Based on the researchers experience and knowledge gained from different sources, the two variables of management skills such as communication skill and motivating skill were considered as variables for the present study. In this study the researcher used 5 liker test questionnaire and unstructured interview in order to collect concrete and relevant information about the above two variables.

Data Collection Procedure

The researcher obtained a letter of cooperation from Mekelle university sport science department to the respondents. All the participants of the study were asked for their willingness and informed about the purpose of the study before the questionnaire distributed. Setting arrangement was applied in order to avoid cheating and collect correct data from the

respondents. The questionnaire was distributed in a face to face manner. Moreover, during the administration of the questionnaires further clarification was given wherever it was needed. The questionnaire was distributed and collected by the researcher after completion of them from expected respondents. In order to collect relevant information that helps the researcher to support/ triangulate the data that were collected by using questionnaire, the researcher was forwarded unstructured questions to the selected 10-experts then the interviewees were justified about the questions raised by the interviewer based on their feeling.

All the questionnaires were standardized through experts and experienced persons in management field including language professionals to assure their validity. After incorporating all the suggestions made by the experts and experienced persons in management and sport field including language professionals, the final questionnaire was prepared and subjected to further scrutiny by conducting a pilot study to ascertain its reliability. The two Woreda/Sub-city namely, Adihaki and T/maichow were selected randomly for the study. The data gathered for the pilot test were subjected to computer analysis using the statistical package for social sciences (SPSS) to determine the reliability coefficient of the questionnaire and also to ascertain whether the questionnaire used was appropriate for the study. The result of the test of reliability showed that Cranach Alpha coefficient of each variables were 0.742 and 0.645 for communication skill and motivating skill respectively. Spiegel (1992), Stevens (1986) reported that, an instrument is considered reliable if it lies between 0 and 1 and the closer the calculated reliability coefficient is to 0, the less reliable is the instrument, and the closer it is to 1, the more reliable is the instrument.

Statistical Techniques

The Statistical Package for the Social Sciences (SPSS; version 20.0) was used for the data analysis. It was chosen to use parametric statistical tools even though the data was primarily ordinal. This can be justified by the interval like character of the given data and the greater accuracy and powerfulness of the paramagnetic test is maintained (Doering and Hubbard, 1979). One way analysis of variance (ANOVA) was used to compare the communication skill among the governmental and non-governmental bodies. Post-Hoc LSD multiple comparison was

applied to identify the differences between the various groups in the youth and sport offices of Mekelle and Central zone. Further independent t-test was used to compare the motivating skill among the youth and sport offices of Mekelle and Central zone. The result was expressed by mean +standard error of mean and also to show whether there was statistical significance difference among the various groups in the youth and sport offices of Mekelle and Central zone in Tigray, the researcher was used P (sig) value and T-value. The level of significance was set at 0.05 levels of confidences.

RESULTS:

TABLE 1
DESCRIPTIVE STATISTICS FOR THE PRESENCE OF GOOD COMMUNICATION SKILL
IN YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONES IN TIGRAI

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
central zone governmental bodies	20	4.05	.999	.223	3.58	4.52	2	5
Central zone non governmental bodies	34	3.26	1.355	.232	2.79	3.74	1	5
Mekelle zone governmental bodies	20	3.95	.945	.211	3.51	4.39	2	5
Mekelle zone non governmental	34	4.12	.808	.139	3.84	4.40	2	5

bodies								
Total	108	3.81	1.115	.107	3.59	4.02	1	5

Table 1 show that the central zone governmental bodies', central zone nongovernmental bodies, Mekelle Zone government bodies, and Mekelle Zone nongovernment bodies' means+ SEM on communication skill were 4.05+ 0.223, 3.26+0.232, 3.95+0.211, and 4.12+0.139 respectively. This indicates that as there was mean difference between the four groups in the youth and sport offices of Mekelle and Central zone. But to show whether the difference was significant or not the researcher used one way analysis of variance (ANOVA).

TABLE 2
ANALYSIS OF VARIANCE (ANOVA) FOR DIFFERENCE AMONG THE FOUR
CATEGORIES IN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL
ZONES IN THEIR COMMUNICATION SKILL

	Sum of Squares	Df	Mean Square	F	P(Sig.)
Between Groups	14.870	3	4.957	4.367	.006
Within Groups	118.047	104	1.135		
Total	132.917	107			

[F (2,172) =2.60(P>0.05)]

The result of the Analysis of Variance (ANOVA) revealed significant difference among the four categories in youth and sport offices of Mekelle and Central zone in their communication skill.

Because the calculated F-ratio value of 4.367 was greater than the 2.60 F-critical while the calculated sig. (P) value of 0.006 was less than 0.05, level of significance.

Based on the data collected using interview, 100% of the interviewees responded that as almost all staff members of the youth and sport offices in Mekelle zone had good communication skill with all internal and external bodies concerning sport. Whereas most of the interviewees (80%)

in the youth and sport offices of Central Zone responded that, the governmental bodies had good communication skill but the nongovernmental bodies are poor in communication.

In order to identify among which group was the significance difference the researcher used Post-Hoc LSD multiple comparison test.

TABLE 3
POST-HOC LSD MULTIPLE COMPARISONS TEST FOR THE DIFFERENCE AMONG
THE VARIOUS GROUPS IN YOUTH AND SPORT OFFICES OF MEKELLE AND
CENTRAL ZONE IN THEIR COMMUNICATION SKILL

S(I) Job designation between and within zones of respondent groups	(J) Job designation between and within zones of respondent groups	Mean Difference (I-J)	Std. Error	P (Sig).	95% Confidence Interval	
					Lower Bound	Upper Bound
CZGB	CZGB	.785*	.300	.010	.19	1.38
	MZGB	.100	.337	.767	-.57	.77
	MZGB	-.068	.300	.822	-.66	.53
CZGB	CZGB	-.785*	.300	.010	-1.38	-.19
	MZGB	-.685*	.300	.024	-1.28	-.09
	MZGB	-.853*	.258	.001	-1.37	-.34
MZGB	CZGB	-.100	.337	.767	-.77	.57
	CZGB	.685*	.300	.024	.09	1.28
	MZGB	-.168	.300	.578	-.76	.43
MZGB	CZGB	.068	.300	.822	-.53	.66
	CZGB	.853*	.258	.001	.34	1.37
	MZGB	.168	.300	.578	-.43	.76

*. The mean difference is significant at the 0.05 level.

CZGB-Central Zone governmental bodies, CZNGB-Central Zone nongovernmental bodies, MZGB-Mekelle Zone governmental bodies, MZNGB-Mekelle Zone nongovernmental bodies
P-value needed for significance at 0.05- level of significance.

Based on the above Post-Hoc LSD multiple comparison (pair wise) of the mean score of the four categories of respondents, there was statistically significant difference between the means score of Central Zone governmental bodies and Central Zone nongovernmental bodies in their communication skill because the calculated. (P) Value of 0.010 was less than 0.05- level of significance.

However, there was no statistically significant difference between the mean score of Central Zone governmental bodies and Mekelle Zone governmental bodies in their communication skill because the calculated (P) value of 0.767 was greater than 0.05- level of significance.

In the same manner there was no statistically significant difference between the mean score of Central Zone governmental bodies and Mekelle Zone non-governmental bodies in their communication skill because the calculated (P) value of 0.822 was greater than 0.05- level of significance.

There was statistically significant difference between the mean score of Central Zone non-governmental bodies and Mekelle Zone governmental bodies in their communication skill because the calculated (P) value of 0.024 was less than 0.05- level of significance.

In the same vein there was statistically significant difference between the mean score of Central Zone non-governmental bodies and Mekelle Zone non-governmental bodies in their communication skill since the calculated (P) value of .001 was less than 0.05, level of significance.

There was no statistically significant difference between the mean score of Mekelle Zone governmental bodies and Mekelle Zone non-governmental bodies in their communication skill because the calculated (P) value of 0.578 was greater than 0.05- level of significance.

FIGURE

GRAPHICAL PRESENTATION OF MEAN COMPARISON ON COMMUNICATION SKILLS BETWEEN THE FOUR GROUPS IN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONE

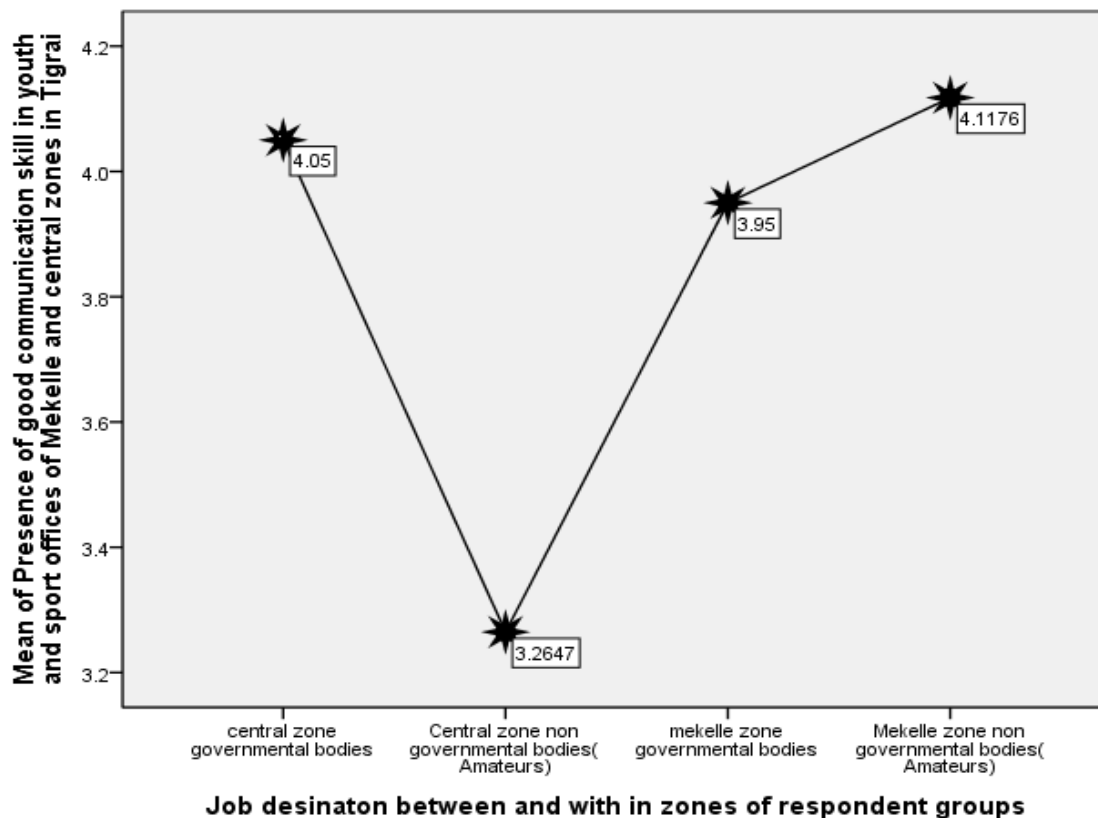


TABLE 4

DESCRIPTIVE STATISTICS FOR THE PRESENCE OF GOOD MOTIVATING SKILL IN YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONES

Zone of respondents	N	Mean	Std. Deviation	Std. Error Mean
Central Zone youth and sport offices	54	3.67	.890	.121
Mekelle Zone youth and sport offices	54	3.44	1.127	.153

Table 4 Shows that the central zone youth and sport offices mean + standard error of mean on their motivating skill was 3.67+ 0.121 and Mekelle Zone youth and sport offices mean + standard error of mean was 3.44 +0.153. This revealed that Central Zone youth and sport office managers had better motivating skill when compared with Mekelle Zone’s youth and sport office managers. But to show whether the difference was significant or not the researcher used independent sample t-test.

TABLE 4.1
INDEPENDENT SAMPLES TEST COMPARISON FOR THE DIFFERENCE IN
MOTIVATING SKILL AMONG YOUTH AND SPORT OFFICES OF MEKELLE AND
CENTRAL ZONES

Presence of good motivating skill	Levine’s Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	T	Df	Sig. (2-tailed)	MD	SEMD	95% Confidence Interval of the Difference	
									Lower	Upper
Equal variances assumed	8.709	.004	1.137	106	.258	.222	.195	-.165	.610	
Equal variances not assumed			1.137	100.6	.258	.222	.195	-.166	.610	

Significant at 0.05 level Confidence (1.96)

Degree of freedom =106

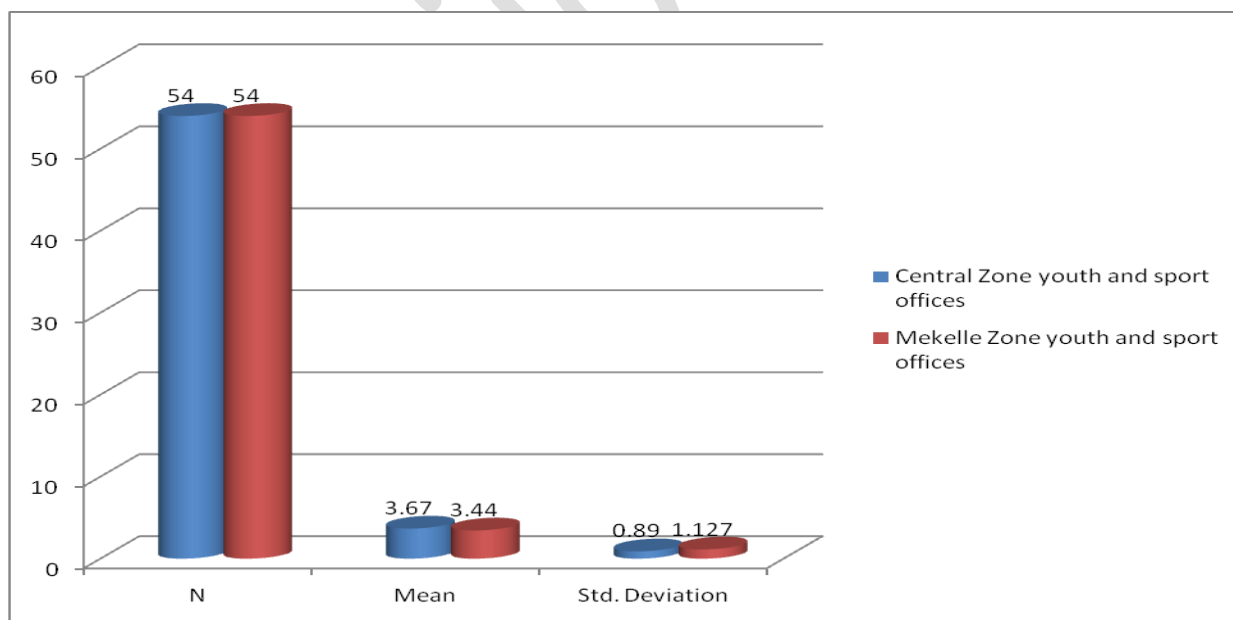
The result of the independent sample test in the above shows that as there was no statistical significant difference among the youth and sport offices of Mekelle and Central zone in their motivating skill.

This is occasioned by the fact that the calculated “t” value of 1.137 was less than the t-tabulated value of 1.96 with 106 degree of freedom.

In addition, the data gathered through interview showed that as the youth and sport offices in Central Zones had better motivating skill than Mekelle Zones youth and sport offices since 100% of the interviewees from the youth and sport offices of Central Zone responded that as their office give price, recognitions, certificate for the athletes who showed a good performance, and all the athletes were motivated to do regular exercise by their coaches and by the youth and sport office administrators/ managers. Even though 60% of the interviewees from the youth and sport offices of Mekelle Zone responded as there was good motivating skill in their office but 40% of the interviewees responded as there was a problem in their offices in motivating athletes and staffs who show good performance.

FIGURE 2

GRAPHICAL PRESENTATION OF MEAN COMPARISON ON THE PRESENCE OF GOOD MOTIVATING SKILL BETWEEN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONES



DISCUSSION:

The purpose of the study was to compare the communication skill and motivating skill in the youth and sport offices of Mekelle and Central Zone. The Post-Hoc LSD multiple comparisons shows statistically significant difference among the governmental bodies and nongovernmental bodies in the youth and sport offices of Mekelle and central zones in relation to their communication skill since the calculated p-value was less than the p-tabulated value. Central Zone nongovernmental bodies showed less significant result when compared to Mekelle and Central Zone governmental bodies and Mekelle Zone nongovernmental bodies in communication skill. However, there was no significance difference between Mekelle and Central Zone governmental bodies and Mekelle Zone nongovernmental bodies in communication skill since the calculated p-value was greater than the p-tabulated value.

Based on the data collected using interview, 100% of the interviewees responded that as almost all staff members of the youth and sport offices in Mekelle zone had good communication skill with all internal and external bodies concerning sport. Whereas most of the interviewees (80%) in the youth and sport offices of Central Zone responded that, the governmental bodies had good communication skill but the nongovernmental bodies are poor in communication.

The results and findings of the study were supported by Cluj-Napoca (2010) studied on improving the management of high performance sports games teams and concluded that, to be successful it is essential to understand what it means communication and to develop those qualities that are absolutely necessary. This study was also supported by Nazari, et al. (2011) studied on the effects of communication skills and interpersonal communication on organizational effectiveness of Iranian Sport Managers and the results from this study shows a significant relationship between communication skills and organizational effectiveness and they concluded that communication skills with the upper and subordinates or among individual managers is very important and facilitate organizational goals so that training can improve communication skills. Therefore, manager should focus on ways that will improve communication.

The independent t-test shows that as there was no statistically significant difference among the youth and sport offices of Mekelle and Central zones in relation to their motivating skill since the calculated t-value was less than the t-tabulated value.

Based on the data gathered through interview, the youth and sport offices in Central Zone had better motivating skill than Mekelle Zone youth and sport offices since 100% of the interviewees from the youth and sport offices of Central Zone responded that as their office gives price, recognitions, certificate for the athletes who showed a good performance, and all the athletes were motivated to do regular training by their coaches and by the youth and sport office administrators/ managers. Even though 60% of the interviewees from the youth and sport offices of Mekelle Zone responded as there was good motivating skill in their office but 40% of the interviewees responded as there was a problem in their offices in motivating athletes and staffs who show good performance.

The results and findings of the study were supported by Adeyeye et al., (2013) studied on the impact of motivation on athletic achievement and they concluded that, It is possible for athletes to perform excellently well in competition through motivation, which can improve their concentration, confidence, self-control etc. In addition, the states government and sports administrators/managers should be taught the importance of combining physical skills training and motivation in order to improve athlete's performance. This study was also in agreement with the study of Giannoulakis et al., (2015) concluded that, Sport management faculty and volunteer managers should certainly strive to enhance students' satisfaction and motive with their volunteer experience. The connection between satisfaction and retention is critical for sport management faculty and partnering organizations to comprehend, as they attempt to provide meaningful experiences for sport management student athletes.

CONCLUSION:

Based on the analysis of the data, interpretation of results and discussion of findings the following conclusions were made.

1. Central Zone non-governmental bodies have poor communication skill when compared to Mekelle Zone non-governmental bodies. However, there was no statistically significance difference between Mekelle and central zone government bodies and they have good communication skill.
2. The youth and sport officers of Central Zone have good motivating skill when compared to the youth and sport offices of Mekelle Zone.

RECOMMENDATION:

Based on the above results and conclusions the researcher recommended that:

1. The non-governmental bodies in the youth and sport offices of central zone should improve their communication skill.
2. The youth and sport officers in Mekelle zone should improve their motivating skill.

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