



The Journal of *News Science*

Vol. 13, No. 4, Ser.53, Winter 2025, P. 36-40

Journal homepage: <https://www.mjourcom.ir/>

DOI : <http://doi.org/10.22034/lrsi.2024.470879.1215>

Open Access

ORIGINAL ARTICLE

Identifying the Components of the Organizational Transparency Model in Order to Promote Administrative Health through the Mediation of Social Media

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Received: July 31, 2024

Accepted: December 1, 2024

EXTENDED ABSTRACT

Interdiction:

The current research was conducted with the aim of identifying the components of the organizational transparency model in order to promote administrative health through the mediation of social media.

Methods:

A mixed method and an exploratory design were used to conduct the research. The current research was qualitative in terms of its nature, in terms of the library and field type of study, based on the purpose of the research, it was fundamental and in terms of the time of data collection, it was cross-sectional. Statistical population in the qualitative section, 35 experienced managers and university researchers, 15 of whom were selected. Sampling in the qualitative part was selected in a purposeful way from experienced managers of this profession as well as university professors and researchers. In the quantitative part of the statistical population, all managers and senior experts working in Tehran municipality, as well as university professors and researchers, were identified, 450 people were identified.

Results:

In the first round, the data and information obtained from the research regarding the dimensions and components of organizational transparency in order to promote administrative health were analyzed using the technique of content analysis and continuous comparison of data. In this period, a total of 42 components were identified for organizational transparency in order to promote administrative health in the municipal organization, which was provided to the members of the Delphi panel in the second round in the form of a structured questionnaire. Based on the data analysis in the second round, it was found that the participants had an opinion about the 34 components identified in the first round for organizational transparency in order to promote administrative health, and 8 components were removed due to lack of agreement and 9 components were It includes In this research, the hypothesis test was significant considering all the paths in the conceptual model. It can be concluded that the research hypothesis is confirmed. This means that the components of the model of creating organizational transparency have an effect in the direction of promoting administrative health with the mediation of social media. The standardized regression coefficient of the variable effect of organizational transparency on social media is equal to 0.69 and the variable effect of social media on administrative health is equal to or 0.68, and the value of the t statistic for these coefficients is greater than 1.96.

Conclusions:

Based on the findings of the research, identifying the components of organizational transparency in line with the administrative health of the Tehran Municipality organization in five categories including "organizational transparency", "organizational spirituality", "accountability", "organizational culture" and "responsibility". became It can be stated that by using social media to establish vertical communication between leaders and subordinates, the development of interpersonal relationships to perform incompatible group actions and understanding of common goals in the team can be strengthened. Vertical communication can strengthen the discussion and quick flow of ideas and facilitate the relationship between leaders and subordinates. The quality of communication between leaders and subordinates is determined by the quality of communication exchanges. Another finding of the research based on the effect of the components

of the organizational transparency model in order to promote administrative health with the mediation of social media is in line with the researches of Nargesian et al.

The higher the spiritual health and organizational transparency, the more appropriate the ethical behaviors of employees will be. Spiritual health is placed alongside physical, psychological, and social dimensions, promoting general health and coordinating other dimensions of health. This increases the ability to adapt and function psychologically. The use of organizational transparency to combat administrative corruption originated from the theory of the original and the lawyer. When employees have characteristics such as stability in life, peace, a sense of close connection with themselves, God, society, and the environment, proportion and harmony, having meaning and purpose in life, have access to information, and people inside and outside the organization can obtain the information they need to form their opinions about the actions and processes within that organization, then they can give importance to ethical standards to guide human behavior. Great attention to ethical behavior indicates its importance and impact on efficiency and effectiveness, and also plays a mediating role in achieving organizational goals and excellence.

One of the reasons for the increased uncertainty associated with service delivery is that customers expect more visibility into the company and its services. Therefore, transparency is beneficial for an organization because it increases customer trust. From a customer perspective, transparency involves the perception of the availability of relevant information. Customers only need information that is relevant to them. Such information includes the organization's performance, corporate social responsibility activities, and production processes. When relevant information is provided to customers, they can make more informed purchasing decisions. Therefore, from an organizational perspective, transparency involves providing visibility into its affairs with the ultimate goal of incurring higher sales and revenue. Research has been conducted to determine how transparency affects corporate performance. A study by Liu et al. found that transparency led to a reduction in information asymmetry between a service company and its customers. The results of the research indicate that transparency reduces customer uncertainty. As a result, customers can pay a higher price for services because they have access to information about the company's ability to provide quality services. In this way, transparency increases the competitiveness of the organization by differentiating the organization from competitors. In an organization where real information is given to employees and they are involved in decision-making, employees feel like they are part of the organization and these decisions have a positive impact on their work and the organization's goals. Employees also try to obtain information from the environment about factors that can improve the organization's performance and act to develop their abilities and customer satisfaction and respond to environmental changes. This makes the organization's attention focused on the market and the customer. Ultimately, the organization can respond to customer needs and thus improve its performance. Transparent organizations are accountable for their actions, words, and decisions; Because the information is available for others to review, they are accountable when they meet the mission and roles they have promised their stakeholders, and in this way, they make better use of their available resources, increasing satisfaction and ultimately improving performance.

Data Availability Statement

Data available on request from the authors.

Acknowledgements

The authors would like to thank anonymous reviewers.

Ethical considerations

Not applicable.

Funding

Not applicable.

Conflict of interest

The authors declare no conflict of interest.

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Cite this article: Shamlou Mahmoudi, E.& Amiri, H. (2025). Identifying the Components of the Organizational Transparency Model in Order to Promote Administrative Health through the Mediation of Social Media. *News Science*, 13 (4), 36-40. DOI: [http://doi.org/ 10.22034/lrsi.2024.470879.1215](http://doi.org/10.22034/lrsi.2024.470879.1215)



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DOI: <http://doi.org/10.22034/lrsi.2024.470879.1215>
