

RATIONAL USE OF INFORMATION AND ORGANIZATIONAL CULTURE

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Abstract

Our study has been valued in today's globalizing post-industrial, postmodern societies in the process of producing and marketing information from the point of the rational use of information and institutional structuring of an organized management organization. Today, information is not a value which is produced separately. Information is a value which is produced in institutions by professionalists and requires effort and organization. Nowadays, this value has come up as "knowhow". Information which is produced in information society by today's technology has showed success with a well-structured management and marketing organization. In this success, the importance of an organized institutional management organization and structuring of organizational culture management have become prominent. Our study has evaluated information production, its rational use and institutionally organized structure paradigm with the structural-functionalist approach.

Key Words

Knowhow, information, rationality, organizational culture, information society and marketing

1. Information and Rationality

1.1. Information

When we have a look at terminology, we see that information is "authenticated theory". Information is a knowledge which is processed with a number of systematic rules determined beforehand. Information is experience and knowledge which is shared, transferred and restated between people during the communication. Information is approaches which consist of a certain case, issue, relation, theory or data regarding rules and knowledge.³ Information is basically authenticated hypothesis and production of refined knowledge.

In information factor, there are a lot of components such as rationality, accuracy, testability, plan-

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3 AKTAN, C.C. ve Vural İ.Y. (2004). Bilgi nedir? Bilgi yönetimi – knowledge management. Aktaran: Orhan Alav, "Bilginin Akılcı Kullanımı ve Paylaşımı: McMaster Üniversitesi kütüphanesi örnek modellemesi, Bilgi hizmetlerinin organizasyonu ve pazarlaması, ÜNAK –Kadir Has Üniversitesi Yayınları, İstanbul, 2005, s.264.

ning, organization and controlling. When it is looked on Industrial Revolution, it is seen that the basic factor which determines production relations has been technology.⁴ Industrial Revolution has originated an educated and a working class with the help of technology revolution. As a result, world countries nowadays which have been progressing greatly after Industrial Revolution have made an information society with the developing technology. In this sense, people who deal with information have been called as “information worker”⁵ and in this way a new terminology has emerged. Nowadays, a great number of information workers and information literacy have developed, for information has improved in various branches. In parallel with this, information society has emerged.

1.2. Rationality

Rationality is a terminology which means rationalness. In most resources, rationality is defined like this: Rationality is an attitude which requires the most effective use of means for an aim.⁶ In another definition rationality is stated as a term and a proposition. Plus, rationality is viewed as a philosophy doctrine which centers rationalness. Rationality is also reviewed as a criterion for both authenticity and accuracy.⁷ Rationality is originated from philosophy and this term is defined in A. Güçlü’s philosophy dictionary as: Rationality is a tendency depending upon precise reliability of a-priori. According to the epistemology relying on this philosophical doctrine, information is formed beforehand or recalled from mind. In this approach, the basic principle for both information and existence should be wisdom. Rationality makes sensory experience unimportant. Rationality, opposed to empiricism, asserts that true information has not an experimental structure and this doctrine is based on wisdom. The doctrine is based on the basis of deductive method. When we have a look at rationality approach in philosophy, overall approach method preferred by philosophers such as René Descartes, Leibniz, Spinoza and Kant could be called as rationality. Rationality thinking is dominant in the basis of Age of Enlightenment. That is, it is generally based on the concept that everything is criticized, founded and organized with mind.⁸ In today’s modern societies, rationality has experienced an evolutionary process within the frame of an organized scientific conception. In today’s world, rationality has a prominent role upon success. Rationality and positivist thinking support each other. Positivist thinking entails rationality and rationality obliges positivist thinking. In globalizing modern and postmodern societies, rationality has been continuing its existence by adapting itself and via organized learning. In this sense, rationality is a virtue and it is seen that the only source to acquire information, the mere judge of morals and the single directory to direct people’s activities is wisdom.

4 AL, Hamza., Bilgi Toplumu ve Kamu Yönetiminde Paradigma Değişimi “Sanayi Öncesi Toplum Yapısı”, Bilimadamı Yayınları, Ankara, 2002, s.20

5 KAVRAKOĞLU, İbrahim., İnovasyon., Alteo Yayınları, İstanbul, 2006, s. 3

6 Türk Dil Kurumu (TDK) Sözlüğü, URL: www.tdksozluk.com 02.02.2012.

7 Wikipedia, <http://tr.wikipedia.org/wiki/Rasyonellik>, 18.01.2011

8 GÜÇLÜ, Abdülbaki ve Erkan Uzun, Felsefe Sözlüğü, Bilim ve Sanat Yayınları, Ankara, 2003, s.1481-1492

In rationality:

- Wisdom is at the forefront,
- The matter is about management - planning and organization,
- There exists hierarchy,
- There exists commanders and minions,
- There exists practitioners and doers,
- There exists a rationalist relationship among acquired information and adding new ones,
- There exists cause and effect relation and questioning in every detail of information,
- There exists reaching the aim except state of sleep: an exact mental concentration and decidness in alertness for every matter and at any time.
- There exists viewing reality permanently, acquiring the exact and true information,
- All opinions, senses, desires, activities, morals etc. are firstly reasoned out and then verified, filtered. Findings and results, which are logical and principled, can be understood by everyone,
- Even individuals' existences, realities, goals, morals and activities take part in reality, not to prefer any moral and approach has certain principles.⁹ In reality, anti-mind is focal point.

1.2.1. Constituents of Rationality

There exists many constituents of rationality. In today's globalizing and changing modern societies, the most effective constituent is positivist frame of mind and organization frame which is learning in an organized manner. At perception of rationality in today's modern world, a structural, functional and an organized learning organization is dominant. In this approach, learning organization is not a method model, but rather it is a management perception or philosophy.

In rationality there exists: wisdom, management - planning, hierarchy, commanders and minions; rationalist relationships among acquired information and adding new ones; cause and effect relation and questioning in every detail of information. In rationality perception, there exists reaching the aim except state of sleep: an exact mental concentration and decidness in alertness for every matter and at any time. There exists viewing reality permanently and the desire of acquiring the exact and true information.¹⁰

1.2.2. Learning Organization

The perception of learning organization is a management core which gives clues to educated people about building potential improving organizations in future's and change management and how an individual learns with an organization. The most prominent organization type enhancing

9 ALAV, Orhan., Bilginin Akılcı Kullanımı ve Paylaşımı: McMaster Üniversitesi kütüphanesi örnek modellemesi, Bilgi hizmetlerinin organizasyonu ve pazarlaması, ÜNAK –Kadir Has Üniversitesi Yayınları, İstanbul, 2005, s.272

10 ALAV, Orhan., y.a.g.e., s.272

employees' potential is learning organization and this organization could arrange itself in every structure and phase according to the changing world. The organization accepting to change could also make a change in itself by continuous learning.¹¹ Learning organization is not a management model, but rather it is a management perception or philosophy. Learning organization term is a term which questions the organization composed of educated people and ways of how the organization could reach the level to provide for its own development. Not only learning organizations look for making their processes improved, but also they are enterprises questioning whether they are active in the most accurate working areas or not.

Characteristics of Learning Organization

1. Learning includes everything people do.
2. Learning is supported for teaching and it is generally awarded.
3. Our institution supports team work, empowering creativeness and quality.
4. It is relied upon that employees will prefer the right route for their own needs.
5. People from different departments and status learn together.
6. Mentor system is prominent to improve learning.
7. Learning is included in meetings, work groups and business processes.
8. Every individual has equal learning opportunities no matter what his/her status is.
9. Mistakes are evaluated as learning facilities.

Interdepartmental education is launched and employees gaining more detailed and various work skills are awarded. The term “learning organization”, tells the organization which encourages learning, gives importance to make staff develop, and makes a point of open communication and constructive dialog. Learning organizations mean that an enterprise deduces permanently from what it experiences, use these adapting for changing environmental conditions and a dynamic organization improving itself. To constitute learning organization, it is required to take account of five disciplines:

- System thinking
- Personal dominance
- Mental models
- Vision sharing
- Team learning¹²

The process of learning as a team: to join and speak about an action as a team and change connective

11 ALAV, Orhan., a.e., s.272

12 GÜRSÖZLÜ, S., Öğrenen organizasyonun tanımı ve önemi. Aktaran: Orhan ALAV, “Bilginin Akılcı Kullanımı ve Paylaşımı” y.a.g.e., s.312

thinking methods. Thus, all these learning types are more intelligent and talented than individuals. No matter how individual learning is marvelous or extraordinary, it is out of subject in organizations. Because all important decisions are made in groups. The learning units of organizations are teams. These are a group of people who need one another to move.¹³ In parallel with this perception, rationality has become an organized and a continuous learning play team in today's modern world.

2. Organization Culture

2.1. Organization

Organization as a concept means a union, an association which institutions or individuals come together to carry out a common goal or work.¹⁴ In other words, it is the whole sub departments subject to an institution / it is a hierarchical structuring.

We will combine “organization” concept with “information and rationality” concepts. As a result, we will evaluate success and unsuccessful effects of organization and organization culture in the process of use of information levelly. Because organizational structure is a very prominent paradigm in reaching success. With changing world conditions, paradigms also change. Hence, the organizations' restructuring themselves and thinking rationally is more functional and successful. We will discuss this period of change and organizational structuring multidimensionality (humanity, social, economical, psychological, human and society / sociological) at a structural – functionalist model.

2.2. Culture

Culture concept includes a wide terminology. In fact, culture is the research subject of anthropology. Afterwards, this subject finds a wide notation in disciplines of other branches of science. Culture concept is derived from Latin “colere” or “culture” meaning care for and bring up. Culture with Voltaire's expression means formation and development of human intelligence mentally.¹⁵ Culture in time has been defined with various meanings related to human and society concepts in social sciences.¹⁶

2.3. The Concept of Organization Culture

Organization culture as a terminology dates back to old times. Afterwards, organization culture has been started to use (1980) meaning as “management” in literature. Organization culture in general is behaviors peculiar to the organization which adds value to the organization of hierarchical structuring order. Taking organization structures into consideration, organization culture is one of study areas under discipline of organizational behavior which consists of behavior disciplines such as psychology, sociology, social psychology, anthropology and political science.¹⁷ If we evaluate organization culture before 1980 and after this period modernly, we see that organization culture concept is stated as organization culture, corporate culture, institution culture, enterprise culture.¹⁸ In other words, organization culture should be perceived

13 ALAV, Orhan, y.a.g.e., s.273

14 Türk Dil Kurumu Sözlüğü,, URL: <http://www.tdksozluk.com> , 24.01.2012.

15 ŞİŞMAN, Mehmet., Örgütler ve Kültürler, Pegem A Yayıncılık, (2.bs.) Ankara, 2007,s. 1

16 ŞİŞMAN, Mehmet, a.g.e., s.1

17 LÉVIS, Dianne., How useful a concept is organizational culture, Strategic Change Vol,7, 1998, p. 252.

18 MİNİBAŞ J. Ve Turhan Erkmen., Yönetim İletişim Kültür, Arkan yayınları, İstanbul, 2008, s.1-2

as explaining effect upon organizational efficiency. When we have a look at literature, it is seen that many scientists study about organization culture. [e.g., Pettigrew, Hofstede, Schein, Schneider, Beach, Miles and Snow, Pheysey, Cameron and Quinn, Handy, Lewis.]¹⁹ Organization culture consists of shared hypothesis and morals which are about comprehension of effect upon organizational efficiency according as organization culture codes and behavior pattern based upon explaining. In this evaluation, organization culture is a social control system which determines both the accuracy and the mistakes.²⁰ This evaluation adapts to competition conditions which variation bring out and this variation creates opportunity and competition superiority. Plus, the evaluation will remove anxiety and uncertainty from employees which the variation causes. It could only be realized with a powerful organization culture to create an environment of confidence which supports variation and to guide employees with new variations.²¹ In our study, we have evaluated organization and organization culture as rationality, and also we have evaluated them in rationality as a system taking part in organizational structure algorithm. Because organization terminology includes a very wide terminology. In this evaluation, organizational structure algorithm includes concept of: system, human, finance, psychology, sociology, entrepreneurship, total quality, success and unsuccessful.

2.4. Organizational Culture and Rationality

When we try to join rationality and organizational culture structure, it exactly comes up information and organizational hierarchy of information management and paradigm. In today's modern world, the magic paradigm in the triangle of individual, society and capitalism helps rationality convert into an organized setup. A Turkish proverb "Most important jobs can't be done single-handed" lays emphasis on organized individual and society structure.

Organization and rationality are two basic constituents completing each other. If it lacks one of them, it is impossible to succeed. These two paradigms are very significant to build organizational structures and reach sustainable success. In this regard, in our study information, rationality and organizational structure perception have been analyzed as rational use of information and organizational culture in a structural – functionalist model. In this analysis, information, rationality and organizational structuring perception have been evaluated in managerialism and with a structural – functionalist model according to the perception of social and economical structure in modern world societies.

3. Rational Use of Information and Organization Culture

Information as a terminology has a wide content. In general terminology, information could be defined as processing raw data and then convert them into information. In information and rationality process, organizational algorithm hierarchy structuring steps in. In rational use and attainability of information, rational organizational culture constitutes an important paradigm. Mind provides access to information. If it is a matter of an organizational structuring in interaction between mind and information during this access, it will be rational both accessing information and its use. In this process, there are no coincidences.

19 ERKMEN, Turhan., Örgüt Kültürü : İşletmelerin başarısındaki en temel paradigma, Beta Yayınları, 2010, s.1

20 ERKMEN, Turhan., y.a.g.e. , s.3

21 ERKMEN, Turhan., a.e. (2010), s.5

Mind, information and organizational structure constitute three important paradigms: in creation, use and marketing of information, in a certain organizational structure and organization framework, within building an organizational identity structuring and gaining culture. In today's modern societies, systematically / rationally use and marketing of information which is produced systematically constitutes another important structure. In this structuring, information and rationality perception has brought about use and marketing of information besides organizational structure. In today's modern world, information is no longer raw material, but rather it has been marketed as "knowhow".

Today a great deal of information (thousands of) has been produced. The two most important constituents have come up for this information in order to make sense and gain value. The first one is significance level of produced information, and the second one is balance of marketing of produced information (supply / demand). Nowadays we see that the information which are produced in an organized manner and rationally in global world and society with a certain organizational identity, the constituents which are effective in market network and sharing, are connected to one another. Plus, we see that information is managed and transferred systematically and schemingly with information network of motorways. In today's global world, information come up with a serious power in managerial success and this information is called managerial information. Managerial information includes cases and observations concerning organizational operation. In other words, managerial information is to make data useful with a certain operation for managers in order to attain specific aims or improve a particular perception.²² In today's world, information with recent developments in technology has been produced and marketed in an organized manner and rationally.

Result

In this study, "rational use of information and organization culture" has been discussed. Our study includes today's globalizing modern world, the issue of rational production and use of information in a certain system / an organizational structure. With the birth of mankind world and society have gone through particular phases, evolutions and still have been doing so. In these processes, information and society with Comte's expression have gone through three basic phases according to the law of three stages. These are: theological, metaphysical and positive phases.²³ After this process, industrial revolution has taken place. Following this, mankind has gone through a process evolution which has rationally organizational structure and organization culture and which produces uses and manages information. Since its creation, the world has undergone a change not only in terms of information but also individual and social structure. Because evolution improves in parallel with every area today information has developed rationalist and organizational identity.

In today's postmodern social structure, information comes up with an organized culture and marketing as a "knowhow" (software) in knowledge societies rather than material production (hardware). Information in our globalizing world has been considered as a moral phenomenon which emerges as a production after raw materials processed. In this process many factors have affected each other and common information

22 ÖĞÜT, Adem., Bilgi Çađında Yönetim, Nobel Yayınları, İstanbul, 2003, s.13.

23 ÖZKALP, Enver., Sosyolojiye giriş, Anadolu Üniversitesi, Eskişehir, 1995, s.49

networks and information values. In this whole process, it is a matter of a planned organizational culture management. In this process, the most important factors making information meaningful are meaningful information and marketing. Priority of information use and organized marketing of this constitute a significant paradigm in making produced information rationally valued. Because produced information which cannot meet people's needs and has no marketplace makes no sense. In modern society structures, information could be not only a concrete production but also an abstract one. A concrete production as the hardware of a computer and an abstract production as the software of it could be exemplified for information. The success of produced information is at the forefront upon information marketing in today's global world and sense of society. In this sense, marketing has brought forth "an organized operation / management perception. According to this perception, marketing is an operation activity which manages flow of products and services."²⁴ Considering an operation's functions, we could also define this marketing perception as the process of planning and application which products, services and ideas have been improved, priced, promoted and distributed.²⁵ As it is seen, produced information makes no sense on its own. It is regarded that all processes beginning from production of information till its use and market share are conducted in a planned / organized rational management perception. In this sense, we see that information is managed and transferred systematically and schemingly with information network of motorways. In today's world, focal spot in information management is a strategically approach to information and information management. In this approach, managing significant relations into an information management and organization and determining the right conditions of the cooperation's among information workers are one of the most prominent and dominant strategies.²⁶ As a result, it is important to be able to see the whole matter in sharing rationality and information.

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25 KONYA, Ümit, a.g.e, s.142

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