

Navigating Educational Management Challenges: A Case Study of Grapevine Communication Via Social Networks

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ABSTRACT

Employees exchange information and ideas through workplace communication. Effective communication is a crucial component of completing any task, whether it takes place in person or digitally, and is an element of an organization's internal communications efforts. Thus, this study aims to explore and determine how private secondary school integrates social networks as a tool for information dissemination and the effects of its integration in the workplace. The researcher used an illustrative case study design. From the result, two themes were revealed: Technology-integrated Information Dissemination and Traditional Information Dissemination. There are challenges and its results presented, such as miscommunication due to grapevine communication, a misinterpretation that can lead to conflicts and chaos, and late awareness of information because of internet connection issues. It is also stressed in the findings that traditional communication is still needed, such as a black-and-white document. These two themes affirm the aspects that will be reviewed to address how school managers integrate social network as a tool for communication.

Keywords: Grapevine Communication, Social Networks, Information Dissemination, Communication, Educational Management

Introduction

Technology plays a vital role in the educational system, it is beneficial in teaching and educational management. Good communication is a crucial tool for increasing productivity and sustaining healthy working relationships at all levels of an organization, and this has become more critical since the COVID-19 pandemic caused many individuals to work remotely. Communication in the workplace is vital because it promotes employee morale, engagement, productivity, and satisfaction. Communication is also essential for improved team collaboration and cooperation. Moreover, good workplace communication improves outcomes for individuals, teams, and organizations (Campbell, 2022). Thus, communication is a crucial issue in the workplace. Effective workplace communication entails the creation and maintenance of a pleasant work environment.

In a recent study by Solomon (2016), from the 2,058 adult respondents in the United States, 1,120 were employed, and 616 were managers. It revealed that a staggering majority (69%) of managers are frequently uncomfortable engaging with employees. More than a third (37%) of managers indicated they are uncomfortable giving direct comments about their workers' performance if they believed the employee would react negatively to the feedback. This means that many managers find it challenging to be open and honest, acknowledge accomplishments, convey the "company line," provide clear instructions, give credit to others for outstanding ideas, speak to people directly, and have unpleasant feedback conversations in general. The statistics make it evident that workplace communication needs to be improved.

The assertion that effective communication plays a crucial role in the workplace is supported by substantial evidence. A recent study reveals that a significant number of workplace failures, as reported by 86% of employees and executives, can be attributed to ineffective teamwork and communication (Pumble, 2022). This statistic underscores the

profound impact that communication dynamics have on the success or failure of endeavours within an organizational context.

On the flip side, the study also highlights that teams excelling in their communication practices may experience a substantial increase in productivity, potentially as much as 25% (Pumble, 2022). This quantifiable boost in productivity serves as compelling evidence for the power of effective communication in enhancing organizational performance and achievements.

Supporting these findings, The Connected Culture survey conducted in 2020 further emphasizes the critical connection between communication, productivity, and employee engagement. The survey reveals that a remarkable 71% of employees who reported higher levels of productivity also reported feeling connected to their coworkers (Connected Culture, 2020). This correlation between employees' sense of connection and increased productivity underscores the interpersonal and collaborative aspects of workplace communication.

It is evident that productive interactions and effective communication within teams are not coincidental; they are closely intertwined. The empirical data from these studies unequivocally shows that employees who engage in meaningful interactions with their colleagues tend to be more productive. This phenomenon is rooted in the fundamental principle that communication fosters collaboration, trust, and synergy among team members—all of which are essential for boosting productivity.

Conversely, it is crucial to acknowledge that the opposite is also true. Poor workplace communication, as affirmed by these studies, exacts a significant toll on organizations. Ineffective communication can lead to misaligned goals, reduced teamwork, decreased morale, and compromised efficiency. In essence, inadequate communication often results in a high cost, affecting both productivity and the overall well-being of a company.

The empirical evidence from these studies strongly reaffirms the critical importance of effective communication in the workplace. It underscores that communication is not a peripheral aspect of organizational functioning but rather a central determinant of success. Organizations that prioritize and cultivate robust communication practices stand to benefit from increased productivity, stronger teamwork, and enhanced employee engagement. Conversely, those that neglect this facet do so at their own risk, as the consequences of poor communication can be significant and far-reaching. Education is undergoing constant change, and good communication creates the supportive school climate needed to execute change (Hollingworth et al., 2017). Other than the interaction between teachers and students, the main relationships at most schools are those between staff, administrators, and parents (Wwieczorek & Manard, 2018). This is the reasons why communication must be smooth and clear to all academic and non-academic staffs of the school. The everyday lives depend heavily on communication, which is also essential in the job. People receive, send, and process a significant amount of news and information related to virtually any business or workplace every day in the modern era in which people live (Efetio, 2020). Quality workplace communication can help to eliminate unnecessary problems and promote better performance. The ability to communicate effectively at work can boost overall productivity and build a strong team. Employees will be more interested in cooperating and finding the best solution if they consult with one another and consider the perspectives of others. By creating good communication, managers can better understand the talents and skills of their employees, then give clear instructions to the people who are best suited to the task, thus increasing the overall effectiveness of each particular project. When teams fail to communicate effectively, the consequences are costly to the company. According to Gartner (2022) research, 70% of corporate blunders are caused by poor communication.

With the mentioned studies and contentions, this study aims to explore and determine how school managers integrates social networks as a tool for information dissemination and the effects of its integration in the workplace using a illustrative case study design.

Methodology

Research Design

In the study, the researcher used an illustrative case study design. It is a process for learning about a complicated situation based on a thorough comprehension of that problem, acquired by in-depth description and analysis of the problem, viewed as a whole and in its context (Baškarada, 2022). It is a case study that occurs in a scenario with an existing hypothesis or opinion. It is a case study that takes place in a situation where there is already a theory or perspective. The case study attempts to construct a typical case to grasp the current concept better. It is one of the most often used research methodology variants (PapersOwl, 2022). Illustrative case studies are also renowned for their descriptive nature. They try to explain every aspect of that specific topic in depth. In order to help the reader grasp the issue being described, it could even include one or two illustrations. In crafting an illustrative case study, the researcher started with a description. Then, the researcher tried to find connections between the subject of the text and external evidence. After establishing the evidence, the researcher concluded the study. The results of this case study revealed another theory's development and used concrete results for recommendations. The duration of this study was only a month. This research design is appropriate for the study because the researcher aims to explore how school managers disseminate information using social networks and determine its challenges and effects on the organization through a thorough comprehension of the case, acquired by in-depth description and analysis of the problem to provide conclusions and recommendations.

Research Participants

There were three (3) teachers from the high school department involved in the study. The participants were composed of two (2) seasoned teachers who had been teaching for almost five years and beyond and one (1) neophyte in teaching. Accordingly, no identity of the participants was revealed at all in the results. The names of the participants were replaced with code names such as Participant 1 (P1), Participant 2 (P2), and Participant 3 (P3). To maximize objectivity and to minimize bias in the selection of participants, purposive sampling was used. Also known as selective or subjective sampling, this technique relies on the judgment of the researcher in choosing and qualifying the participants. Researcher may implicitly choose a "representative" sample to suit the needs, and specific approach to individuals with certain characteristics (SLC Manual in Thesis and Dissertation Writing, 2019).

Research Environment

The study was conducted in a Catholic Educational Institution located in the City of San Fernando, La Union.

Data Gathering Procedure

To collect the necessary data pertinent to explore how school managers disseminate information using technology and determine its challenges and effects on the organization, the participants underwent video-conference in-depth interviews, since face-to-face interview was not feasible due to limitations brought by the COVID-19 pandemic and also the availability of the participants due to work demands. The interview sessions were recorded with the consent of the participants, and were set to last for not more than 15 minutes. A list of questions was formulated as a working guide to ensure all issues are covered (SLC Manual in Thesis and Dissertation Writing, 2019). To conduct the interview, the researcher used a researcher-made semi-structured interview guide based on the specific problem regarding information dissemination in the school using technology. Since the researcher used qualitative research, the researcher-made data measure is validated and approved by the internal validators and the school principal to ensure its fitness, accuracy of language, completeness, and other elements such as style, length, and sequence.

Table 1: Examples of questions from interview 1 to interview 3

Interview	Sample Questions
Interview 1	What are the practices of the school in integrating social networks as a communication for information dissemination?
Interview 2	What are the challenges/difficulties of integrating social networks as a communication for information dissemination?
Interview 3	What are the results of those challenges/difficulties of integrating social networks as a communication for information dissemination?

Data Analysis Procedure

The researcher analyzed the data using Braun and Clarke's thematic analysis from the created themes. Thematic analysis is a qualitative data analysis method which involves reading through a data set (such as transcripts from in-depth interviews or focus groups) and identifying patterns in meaning across the data. The researcher culled descriptions from the verbatim statements. Afterwards, the descriptions were used to create sub-themes. Lastly, themes were made from the sub-themes. The participants' contentions and insights are validated through triangulation to coherently weave the main points and to determine the problems.

Trustworthiness

The researcher maintained the credibility of the study throughout the process. The researcher used triangulation to sustain the research study's finding's credibility in order to give a complete picture of the research problem. To ensure the transferability of the study, the researcher is confident that the study's findings apply to other contexts. The researcher used thick descriptions to show that the study's findings can be applied to other contexts, circumstances, and situations. To preserve the degree of neutrality in the research study's findings, the findings are based on participants' responses and not any potential bias or personal motivations of the researcher. Finally, the researcher used an inquiry audit to establish dependability, which requires an outside person to review and examine the research process and the data analysis to ensure that the findings are consistent and can be repeated.

Findings and Discussion

The analysis of interview transcripts, exploring how school managers utilize Social Networks for information dissemination and gauging its challenges and organizational effects, has yielded valuable insights. These insights have served as the foundation for the development of an integrated model for information dissemination within educational institutions. This model, informed by the study's findings, highlights two central themes: Technology-integrated Information Dissemination and Traditional Information Dissemination. These thematic areas constitute the focal points for the forthcoming review, as they encapsulate the core facets under examination concerning how school managers incorporate Social Networks as a tool for information dissemination. Collectively, these themes contribute to the overarching objective of achieving effective communication within the educational context.

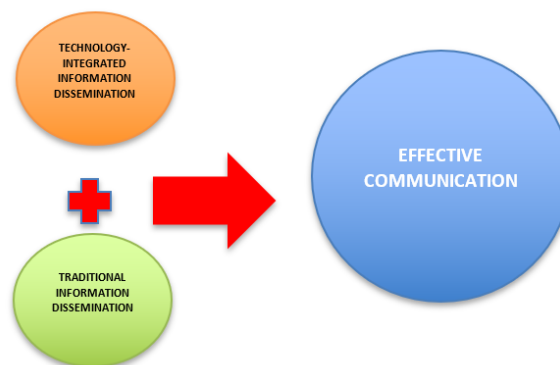


Figure 1: Integration of Social Networks in The Information Dissemination Model

Technology-Integrated Information Dissemination

The integration of technology within the workplace serves as a valuable means to mitigate disruptions to operations by fostering connectivity among employees, regardless of their geographical locations. This is particularly pertinent for those who work remotely or from home, as underscored by Madera (2020). In times of uncertainty, effective communication assumes paramount importance, serving as a linchpin for organizations seeking to safeguard their employees and navigate unpredictable circumstances.

A well-orchestrated dissemination of information not only ensures the efficient distribution of new knowledge but also serves to heighten awareness and promote collaboration. Promoting a project and its associated activities is crucial to ensure its visibility and success. Crafting an effective dissemination strategy, as outlined by Scientix (2022), involves careful consideration of several factors. The traditional avenues for disseminating information, such as weekly meetings and informal water cooler conversations, are no longer the sole or most effective means to communicate essential information to employees in a timely manner. The contemporary workforce is characterized by frequent travel and remote work arrangements, limiting in-person interactions. Consequently, having tools for information dissemination becomes indispensable, particularly for fast-paced organizations striving to outperform their competitors.

For thriving organizations, effective information dissemination strategies hold the key to enhancing employee morale, productivity, and financial performance. Communication takes on added significance in an educational institution, where students and parents constitute the primary clients directly impacted by the communication efforts of school managers. The quality of this communication profoundly affects stakeholder satisfaction; poor communication can have adverse effects on the educational experience and overall satisfaction levels.

In essence, the integration of technology and well-crafted dissemination strategies is pivotal for organizations aiming to maintain operational continuity, promote collaboration, and ultimately achieve success. Effective communication is not merely a nicety but a necessity, particularly within the context of educational institutions, where the satisfaction and well-being of students and parents hinge on the effectiveness of communication efforts.

Information Dissemination through Social Networks

The administrators of the school may effectively communicate with teachers using Social Networks by providing updates on the school's accomplishments on these platforms, hosting online meetings with teachers, and even introducing new initiatives and projects for the school (Mafilika, 2022). Different facets of our personal and professional life have been greatly impacted by Social Networks. Organizations have been concentrating on using Social Networks to grow and promote their schools, but they have ignored its potential to enhance and strengthen employee-to-employee relationships at work. The majority of school managers are aware of how Social Networks can improve employee

collaboration and communication while bringing their workforce closer together. Social Networks platforms not only promote increased employee participation but may also streamline the information sharing process. The way school run has been permanently altered by COVID-19. This includes schools figuring out new ways to interact with their faculty, students, and the general public. Social Networks has been used by schools in the past to interact with their stakeholders, but now it is utilized more frequently than ever. The following responses are culled out from the participants:

"Our school employs GENYO (LMS), a Facebook group page, and Facebook group chats to distribute information." – (P1)

"Our school leaders primarily communicate with us through Facebook Messenger; email is not used for formal communication. Occasionally, we utilize our group page, but it's not the primary platform. We also rely on GENYO, our Learning Management System, for announcements." – (P2)

"Our school utilizes group chats, Facebook, Messenger, and occasionally email for announcements and urgent matters requiring immediate attention, especially regarding activities." – (P3)

From the aforementioned responses, it is clearly stated that school managers use Social Networks as a tool for information dissemination. Social Networks use at work has the potential to strengthen bonds between colleagues as well as between employees and students or parents (Casselbury, 2018). Work colleagues frequently perform better as a team when they have stronger interpersonal ties. Additionally, they could start to view their coworkers as friends, which might make them feel happier about going to work each day. This is confirmed by participants 2 and 3 that:

"The advantages of the Social Networks are the announcement is quick and we can immediately implement it. We can receive the message right away." – (P2)

"There is an access to everyone wherever and whenever we are..." – (P3)

However, despite the advantages, there are challenges in integrating Social Networks as a tool for information dissemination. These challenges affect the school's operation since teachers may understand Social Networks messages differently. It can lead to wrong interpretations, implementations, and decisions that may directly affect the services of the school. Sometimes the usage of Social Networks can lead to grapevine communication. Grapevine is an informal channel of communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels (Management Study Guide, 2022). This is affirmed by the participant 1 to participant 3 regarding to the casual and unofficial communication system within the organization:

"At times, unauthorized individuals make announcements in our official Facebook Messenger, and group chat members follow them without hesitation, implementing the instructions immediately. Unfortunately, the outcomes are often unfavorable. Many students and even their parents have complained due to misinterpretations of the messages." – (P1)

"It's a bit chaotic! Sometimes, we're not sure who to follow because our heads announce things differently when we're in the faculty. However, in our Facebook Messenger, the instructions are different, so we don't know who to follow." – (P2)

The above-mentioned difficulties emphasized that unverified information can spiral out of control and become even more impactful and untrustworthy when shared informally. Messages are frequently exaggerated in order to make stories more exciting (Trillian Team, 2022). Aside from that there are also other issues like internet connection issues. Social Networks applications and websites will only work through internet connection. However, not all employees of the school have internet. So sometimes, employees receive the information late, and it affects their productivity. This issue resulted to many problems as stated by the participants below:

"First is connection. Not all receivers of information may have an all-time access to the internet. Second is the urgency of the message/information. Sometimes, some of the recipients are informed late because they are not always online and has other matters at hand. This can also be traced back to the first problem." – (P1)

"Sometimes our WIFI connection at home is slow and urgent information is not read, overloading of information and we don't know how to address, to follow, and what to prioritize, also opposing information because of too many leaders with different perspectives and the result of these-we are lost. Information dissemination is given during night time that distract our rest and sometimes we don't have enough time for the preparation of the said activity." – (P3)

As stated above, miscommunication in the workplace refers to misconceptions that arise when teachers fail to communicate effectively, and their audience fails to comprehend their goal or meaning. This can lead to minor to major consequences (Write, 2020). The following are statements of the participants regarding the consequences of miscommunication in the Social Networks:

"If the information is incorrect, it can lead to confusion among the workers, potentially resulting in conflicts. It can also lead workers to complete tasks incorrectly. Conversely, if information is received late, workers may struggle to complete tasks on time." – (P1)

"Misunderstandings arise because different things are being implemented in the classroom, which can be very confusing. This affects the students, and we are the ones who have to face the parents when they complain." – (P2)

"There is confusion, a lack of follow-up, and sometimes chaos." – (P3)

The advantages mentioned above and the challenges of integrating Social Networks as a tool emphasize that it needs effective communication in the workplace. Social Networks is effective, but it must be appropriately used to sustain and maintain the connections within the organization.

Traditional Information Dissemination

In the era marked by the rapid ascent of modern technology and the digital age, the role of traditional communication methods in facilitating effective information dissemination remains undeniably significant. While the advent of the internet and digital media platforms has transformed the landscape of information sharing, it is imperative to acknowledge that traditional communication channels retain a noteworthy impact on organizational communication strategies. This recognition underscores the essential interplay between modern and traditional communication methodologies, necessitating their seamless integration into comprehensive communications plans.

A fundamental aspect of this perspective is the acknowledgment of the enduring relevance of traditional media in the contemporary information ecosystem. While the reach of traditional media may have experienced some contraction in the face of the internet's ubiquity, it would be premature to dismiss its influence outright. Indeed, the traditional media landscape continues to resonate with certain demographic segments and specific target audiences, making it a valuable conduit for organizations seeking to convey their messages effectively.

This viewpoint finds affirmation in the "BRT Planning Guide" (2022), which underscores the indispensability of traditional communication methods within a broader communications framework. The guide, likely rooted in practical experience, recognizes that modernity and tradition should not be regarded as opposing forces, but rather as complementary elements in the pursuit of effective communication strategies. Consequently, the guide advocates for the integration of traditional communication practices into the fabric of any comprehensive communications plan.

Scholarly investigations into the evolving dynamics of communication further substantiate this stance. While the digital revolution has ushered in an era of unprecedented connectivity and instant information dissemination, research conducted by scholars like Smith (2019) and Lee et al. (2020) highlights the continuing relevance of traditional media, especially in terms of its credibility and reach within certain demographic segments. This underscores the complex coexistence of modern and traditional communication methodologies, each offering distinct advantages in reaching and engaging diverse audiences.

In summary, the evolving landscape of communication in the digital age necessitates a nuanced perspective that recognizes the enduring significance of traditional communication methods. While modern technology has revolutionized how information is disseminated, traditional media channels still hold sway in specific contexts and among particular demographics. Thus, the seamless integration of both modern and traditional communication methods becomes imperative for organizations striving to achieve comprehensive and effective communication strategies that resonate with a diverse and dynamic audience.

Information Dissemination through Traditional Communication

Effective workplace communication stands as a cornerstone of organizational success, and it is increasingly evident that a harmonious blend of traditional and social network-based communication methodologies can be a catalyst in achieving this objective. This approach allows for a balanced communication ecosystem, mitigating the risk of miscommunications and fostering a more collaborative and efficient work environment (Write, 2020). In the realm of traditional communication, we observe the utilization of well-established methods that have stood the test of time. These include the exchange of black-and-white text documents, the dissemination of physical copies of memorandums, and the circulation of circulars. These conventional modes of communication, deeply rooted in established practices, continue to hold their place in the contemporary workplace.

The synergy between traditional and social network-based communication methods is essential in navigating the complexities of the modern workplace. By seamlessly integrating these approaches, organizations can harness the strengths of both, creating a comprehensive communication framework. This framework not only preserves the

formality and clarity associated with traditional communication but also leverages the dynamism and immediacy of social networks.

Scholarly literature supports the idea that this amalgamation of communication channels is beneficial. A review by Garcia and Smith (2018) underscores how traditional and digital communication strategies can coexist effectively, facilitating both formal and informal interactions within the workplace. Similarly, Watson et al. (2019) emphasize the significance of adapting to modern communication trends while respecting the enduring value of traditional modes.

As organizations continually adapt to evolving communication paradigms, the incorporation of both traditional and social network-based communication channels becomes paramount. This duality empowers employees to select the most appropriate method for conveying messages, ensuring that information flows efficiently and effectively, all while maintaining a harmonious and productive work environment.

The fusion of traditional and social network-based communication represents a strategic approach to promote effective workplace communication. It bridges the gap between conventional and contemporary methods, accommodating the diverse needs of organizations and their employees. Grounded in scholarly insights, this approach recognizes that effective communication is not about choosing one over the other but about harnessing the collective strength of both paradigms to foster a thriving workplace. The participants state the following examples:

"It is better to have our own copy. They should not solely rely on social networks to make the guidelines clear from our perspective." – (P1)

"In addition to social networks, I believe school leaders should provide hard copies of documents. Even if announcements have been made on our Facebook Messenger, having our own copy ensures we fully understand it. It's more organized than relying solely on Facebook Messenger; it's different when we have a physical copy." – (P2)

"We should strike a balance and have physical copies! Facebook Messenger is too informal. I think for effective communication, it should be printed. Does that make sense? It's better that way." – (P3)

Communication technology, in the workplace, has elicited both praise and criticism, reflecting its dual nature. When employed judiciously and thoughtfully, it can serve as a pivotal component in enhancing workplace communication. However, amidst the proliferation of communication through Social Networks and digital platforms, it remains imperative to acknowledge the enduring efficacy of traditional modes of communication, such as black-and-white documents like memorandums, circulars, letters, and physical mails.

The seamless integration of Social Networks into information dissemination has undoubtedly reshaped the way we communicate within organizational settings. Yet, even in the era of digital connectivity, there is a compelling argument for the continued importance of traditional communication methods. Black-and-white documents, for instance, lend a sense of formality and clarity to official communications, ensuring that critical information is presented in a concise and easily digestible format.

Moreover, these conventional methods of communication carry historical weight and are often deeply entrenched in established organizational practices. Their reliability and permanence make them an indispensable tool in conveying crucial messages, policies, and directives. In this context, traditional documents such as memorandums and circulars serve as a timeless means of transmitting essential information.

Concurrently, informal communication channels within Social Networks, such as Facebook Pages and group chats, have carved out a niche in fostering workplace interactions. These platforms facilitate quick exchanges, enabling colleagues to connect, collaborate, and share information seamlessly. Nevertheless, it is paramount to exercise moderation and discretion in the use of informal communication channels to maintain a productive and professional work environment.

Beyond their primary function of information dissemination, informal communication platforms serve secondary objectives. They facilitate the formation of social connections, the building of organizational culture, the establishment of trust, and the discovery of common ground among employees. These outcomes contribute to a more cohesive and harmonious workplace, where individuals feel not only informed but also connected and engaged.

In sum, communication technology, when harnessed effectively, holds the potential to elevate workplace communication to new heights. The coexistence of traditional communication methods and digital platforms, each with its strengths and purposes, ensures that organizations can adapt to the diverse needs of their workforce. It is through this balanced integration that workplaces can thrive, fostering clear communication, productive interactions, and a positive organizational culture.

Limitations

The research undertaken in this study primarily centered on the integration of Social Networks as a tool for information dissemination within the workplace, with a particular emphasis on delineating the associated challenges and consequences. It is important to note that the scope of this study was relatively focused, concentrating on a limited

sample size comprising three participants drawn from the high school department. These participants were chosen to represent a cross-section of a medium-sized Basic Education Schools population.

The selection of this specific focus and sample size was a deliberate choice aimed at providing an in-depth exploration of the phenomenon within a manageable context. However, the study acknowledges its limitations, stemming from its narrow focus and relatively small participant pool. Consequently, the findings may not be generalizable to a broader population or context.

In the light of these considerations, it is recommended that future researchers consider conducting more comprehensive investigations. These investigations could encompass both qualitative and quantitative research methodologies to offer a more holistic understanding of the effects associated with the integration of Social Networks as a tool for information dissemination within the school environment. Qualitative research can provide valuable insights into the nuanced experiences and perceptions of participants, while quantitative research can yield statistical data that allows for broader generalizations.

Furthermore, future research endeavours might seek to broaden the scope of participants to encompass a more diverse array of stakeholders, such as administrators, teachers, parents, and students, across different educational institutions and levels. By doing so, researchers can gain a more comprehensive understanding of the implications, challenges, and benefits associated with the integration of Social Networks in educational settings.

In summary, while the present study has shed light on the integration of Social Networks for information dissemination within a specific context, it serves as a stepping stone for future investigations. The call for more extensive research, encompassing a wider range of methodologies and participants, is essential to construct a richer and more nuanced understanding of this evolving landscape in educational communication. This approach will undoubtedly contribute to the development of informed strategies and best practices for harnessing Social Networks in the services of educational institutions.

Conclusions

From the findings, Social Networks as a tool for information dissemination is effective because teachers can receive the message immediately and collaborate and implement the command from the school managers as soon as possible. However, there are challenges, such as miscommunication due to grapevine communication, a misinterpretation that can lead to conflicts and chaos, and late awareness of information because of internet connection issues. It is also stressed in the findings that the traditional way of communication is still needed, such as black-and-white documents like memorandums, circulars, letters, and mail. These practices and challenges in communication are one of the major concerns in the workplace, specifically in the educational setting. Creating and maintaining a positive work environment is what means effective workplace communication. Communication can be formal, informal, modern, traditional, or go together as long as the communication is accessible and transparent. Moreover, within an organization, it is vital to develop a healthy and beneficial communication process.

Contributions of Authors

The author of this study is the sole contributor to the entire research process, including data collection, analysis, and the development of this work. The author and the Saint Louis College School of Advanced Studies have reviewed and approved the final version of the study.

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Conflict of Interests

The author declare that there is no conflict of interest associated with this research study.

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