



# THE ROLE OF INFORMATION PRIVACY IN CRISIS MANAGEMENT AN ANALYTICAL STUDY OF THE OPINIONS OF THE TEACHING STAFF IN THE TECHNICAL COLLEGE / AL-MUSAYYIB

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<p><b>Received:</b> December 10<sup>th</sup> 2021 <b>Accepted:</b> January 10<sup>th</sup> 2022 <b>Published:</b> February 18<sup>th</sup> 2022</p>	<p>The issue of information privacy and crisis management in recent decades has received prominent attention by most researchers, That is, the goal of the current study lies in diagnosing the relationship between information privacy and crisis management, by identifying the role played by (information privacy) as one-dimensional, in improving the effectiveness of dealing with crisis management by its dimensions (pre-crisis stage, crisis As for the second main hypothesis (there is an impact of the privacy of informatics in crisis management), and therefore in order to diagnose this relationship, the opinions of 170 teachers of the Technical College - Al-Musayyab were surveyed, and (153) were recovered, valid for analysis, at a rate of (90%), while the forgetfulness of the questionnaires that were not valid for analysis was (10%), Use SPSS.V24,a set of statistical methods were adopted, such as the arithmetic mean, standard deviation, correlation coefficient Person, regression coefficient, deviation coefficient R2 and Cronbach's alpha coefficient to test the validity of the study's hypotheses stage, post stage). The study determined the first main hypothesis, which is that there is a statistically significant correlation between the privacy of informatics and crisis management, The results were summarized to the existence of a correlation and a statistically significant effect of the privacy of informatics in crisis management to indicate the enjoyment of the teaching staff of the Technical College - Al-Musayyib, which improves Al-Qarah on dealing with crises in order to ensure the development and balance between the privacy of informatics and the skills of dealing with crises among the teachers of the Technical College - Al-Musayyib.</p>

**Keywords:** information privacy, crisis management

## INTRODUCTION

The human need to be alone and to feel calm and calm away from people's eyes, observing the curious, or keeping his thoughts, intimate relationships, or his associations and family members behind the veil of secrecy, is a need as old as the existence of man himself. Therefore, societies, especially democratic ones, are keen to ensure privacy, and consider it an independent and self-contained right. They are not satisfied with enacting laws to protect it, but seek to establish it in the minds. by instilling noble values that play a large and effective role in preventing intruders from interfering in the privacy of others and revealing their secrets. This right has received great attention, both on the part of international bodies and

organizations, or on the part of constitutions and legal systems. The interest in this right has doubled due to the dangers surrounding it and threatening it, most notably the remarkable technological, media and informational progress, which played a major role in storming the fortresses of this right. penetrating its barriers and climbing its walls, which requires the intervention of the legislator to protect it in a manner consistent with the nature of these dangers. In the modern era, the urgent need to know a lot of information has emerged.

Information has become the backbone of economic, political, social and scientific life. The use of computers has become one of the features and necessities of good administrative organization, whether on the level of public law associations or on private law associations.



This is why this era is rightly described as the computer age. It is the protection of information privacy. It is necessary for us first to clarify the definition of what is meant by this if the subject of the research is the term and how modern technology has affected it. The issue of the crisis is one of the vital and important issues, in light of the rapid developments in this era, and in light of the economic, political and social turmoil and the latent desire of some to solve the crisis by various means. From the interactions between interfaces, they are present between the units of society and in human societies, and that whenever indicators of variation and difference appear and the intensity of competition and degrees of conflict escalate, The crisis is an endemic situation in human societies, even if it is undesirable, implicitly and can be expected to occur as a natural phenomenon among members of individuals and societies, and it involves a high risk, and if the crisis represents a latent and endemic state in the international community, there are behavioral patterns with the aim of reducing The severity of crises, this calls for devising means and methods, following their frameworks, and preventing their course from turning into a deteriorating state.

In light of the foregoing, this study came to address the manifestations of the crisis by linking it with the privacy of information and maintaining the privacy of individuals' information as a method of crisis management.

**A- Research Methodology**

**1. Research problem**

The main problem of research includes how to provide legal protection for the privacy of information in light of the existence of the crisis and the readiness to face what is happening and deal with it and get out with the least losses.

According to the above research problem, the basic questions that the research seeks to address can be raised, as follows:

1. Does the privacy of information contribute to influencing the crisis management in the college, the research sample?
2. What is the reality of crisis management in the college, the research sample?
3. Are there obstacles as a result of imposing laws to maintain confidentiality of information for the purpose of facing crises in the research sample college?

**Secondly. research importance**

The importance of the research stems from the following points:

1. The current research gains its importance through the importance of its variables.

2. The research contributes to supplying scientific libraries with two subjects (information privacy, crisis management).

3. Directing the attention of officials in the college, the research sample, to the importance of addressing and solving the crisis before it reaches its climax and is difficult to control.

4. Other researchers benefit from the research results and recommendations in conducting deeper and more comprehensive studies regarding research variables, especially crisis management.

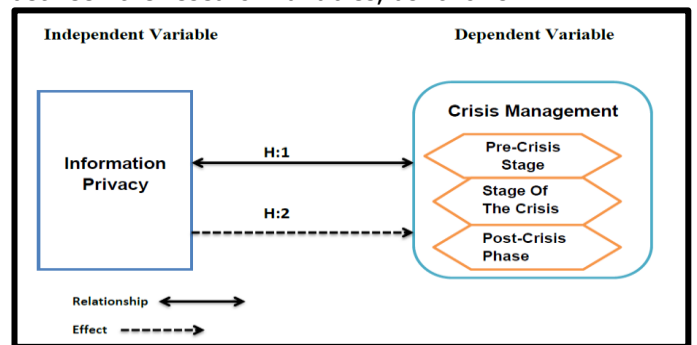
**Third. research aims**

The current research includes a set of goals that it seeks to achieve, which are as follows:

1. Recognize how to deal with the privacy of information in the college of the research sample.
2. Identify the stages of crisis management and how to address them in the college, the research sample.
3. Knowing the relationship between information privacy and crisis management.
4. Presenting a practical vision of how to show the role of information privacy in influencing crisis management.
5. Providing a set of recommendations that help the college research sample with the need to commit to developing and achieving a balance between the privacy of informatics and the skills of dealing with crises.

**Fourthly . hypothetical research model**

Figure (1) shows the hypothetical model of the research, which shows the nature of the relationship between the research variables, as follows:



**Figure (1)**

**Hypothetical research model**

**5. research hypotheses**

The first main hypothesis / (there is a significant statistically significant correlation between information privacy and crisis management in its dimensions (pre-crisis stage, crisis occurrence stage, post-crisis stage) from which the following sub-hypotheses emerge:

1. Information privacy is statistically related to the pre-crisis stage.
2. Information privacy is statistically related to the stage of the crisis.



3. Information privacy is statistically linked with the post-crisis phase.

The second main hypothesis / (there is a statistically significant effect between information privacy and crisis management in its dimensions (pre-crisis stage, crisis occurrence stage, post-crisis stage) and the following sub-hypotheses emerge from it.

1. The privacy of information has a moral effect on the pre-crisis stage.
2. The privacy of information has a significant effect on the stage of the crisis.
3. The privacy of information has a moral effect on the post-crisis phase.

### **Second: the theoretical framework**

#### 1: privacy of information

The literature review deals directly with information privacy rather than physical privacy. The latter relates to an individual's physical access and/or an individual's surroundings and personal space, the former relates to access to individually identifiable personal information. Historically the concept of physical privacy was first explained later when it became clear that the information about (individuals and groups, especially families and organizational teams) was gathering importance, then classifying the privacy of information within the larger scope (public and private) (Smith, 2011: 990).

The privacy of information is the protection of data, there is a synonym in general between the term privacy of information and data protection, and not between privacy and data protection. The term privacy has spread with this impact in light of the increasing risks of technology to the extent associated with it in use as if it is limited to the scope of its environment, which of course is not so, But perhaps because the most severe thing that can represent an infringement and violation of this right is the technical means and the risks of automated data processing, and the use of the term privacy in the environment of Internet sites and issues of technology contracts or technical services in general refers to the protection of information privacy or data protection, the privacy. In general, it is a subjective measure, meaning that its definition and limits differ from one environment to another, but the common characteristic in all these definitions is the perspective that privacy is one of the human rights in his life, but it depends mainly on the environment and context.

The concept of information privacy existed long before information and communication technologies changed their changes, effects and management, as it arose in the mid-1980s (Mason, 1986:34)) He indicated that

the emergence of the increasing use of information technology, or the information age, would lead to four concerns Key about the use of information: privacy, accuracy, ownership, and accessibility (PAPA).

This prediction proved accurate for everyone and especially with regard to privacy, which has been the subject of increasing concern over the years. A survey by the Pew Internet Project found that 85 percent of adults believe it is "very important" to control access to their personal information (Madden et al. 2007) and privacy has been a growing concern over the years. A survey by the Pew Internet Project found that 85% of adults believe it is "very important" to control access to their personal information (Madden et al. 2007), when experiencing some form of a reportable privacy violation. multiple. The majority of reporting companies stated that they spent their time responding to privacy breaches rather than being proactive in their attempts to prevent them (Deloitte 2007).

Floridi (2005), discusses two theories of information privacy: reductionist interpretation and property-based interpretation. According to the reductionist interpretation, informational privacy is valuable because it protects against the undesirable consequences that may result from a breach of privacy. The proprietary interpretation has the view that everyone owns their data. The theories are compatible but emphasize different aspects of information privacy. However, Tavani (2008) posits that although these two theories may be appropriate for privacy in general, they may not be specific to information privacy, that most analyzes of issues affecting differences in privacy use of information for restricted access and control theories, according to access theory Restricted, people have the privacy of my information when they are able to restrict or limit other people's access to information about them. To do this, privacy 'zones' (specific contexts) must be created in control theory, personal choice is important, and privacy is directly related to the control of one's own information. (Westin, 1967, p. 7).

Clarke (1999:60) says, "Privacy is often viewed as a moral right or a legal right. Several researchers have suggested that privacy is an individual's ability to control oneself through information (Bélanger et al. 2002; Stone et al. 1983). Regardless of how privacy is defined, it is clear that the issues surrounding privacy are myriad and of a diverse nature and as such, information privacy has been studied not only by IS researchers, but also by researchers in marketing, law, management, psychology, and many more fields. On the other hand, in this study we explore the construction of information privacy in the field of information systems. Information privacy is a subset of the general concept of privacy,



which has been explored and discussed for centuries. Tavani 2007a, 2008) presents four perspectives on information privacy. Accessibility privacy, also called physical privacy, is freedom from intrusion into an individual's physical space. The specificity of the decision is freedom from interference with one's choices. Psychological privacy, also known as mental privacy, is the freedom to intrude and interfere with one's thoughts and personal identity. Finally, informational privacy has the control and ability to restrict access to an individual's personal information. This is the view most relevant in the context of this study.

Table No. (1) The evolution of the concept of information privacy after the development of information technology (adapted from Westin 2003).

NO.	Period	Characteristics
1	Privacy Baseline 1945-1960	Limited IT developments, high public confidence in government and business, and general comfort in gathering information.
2	First Era of Contemporary Privacy Development 1961-1979	The rise of information privacy as an explicit social, political and legal issue. Early recognition of potential dark sides of new technologies (Brenton 1964), formulation of the Framework for Fair Information Practices (FIP) and creation of government regulatory mechanisms created such as the Privacy Act of 1974
3	Second Era of Privacy Development 1980-1989	The rise of computer systems and networks, database capabilities, and federal legislation designed to direct new technologies to FIP, including the Privacy Protection Act 1984. European countries are transitioning to national data protection laws for both the public and private sectors
4	Third Era of Privacy Development 1990-present	The advent of the Internet, Web 2.0, and the terrorist attack of 9/11/2001 dramatically changed the landscape of information exchange. Reported privacy concerns have risen to new highs

## 2: crisis management

With the mid-sixties, administrative and political thought began to talk about crises, their concept, characteristics, types, causes of their emergence, effects and how to manage them. Hence, the term crisis, its management, and how to deal with it arose, and began to refer to the role of the state in facing sudden crises and emergency conditions such as earthquakes, floods, fires and wars. Despite the modernity of the concept of crisis, history indicates that Ibn Sina is one of the first to research this subject when referring to the psychological and physical effects of crises and disasters. Crises in the past decades have caused great losses and great damage and affected the lives of hundreds of organizations around the world. Hence, they are undoubtedly considered major obstacles in the way of the development and development of these organizations.

In today's world, the issue of crises has become of a special importance that distinguishes it from the rest of the related topics due to the crises that pose a threat to the entire entity and threaten its existence and survival and goes beyond the individual level and goes beyond it to the level of organizations, institutions and countries. The reason for the increase in crises is due to several reasons, including the intensity of competition created by the international changes in this era, as well as the conflict of interests and many other economic, political and social reasons. An organizational crisis—an event that managers and stakeholders view as highly salient, unexpected and potentially disruptive—can threaten the goals of the organization and have profound implications for its relationships with stakeholders. (Bundy & Pfarrer, 2015:12). A crisis can be defined as "the administration that seeks to identify risks and the possibility of confronting them and formulate its heavy strategies by preventing or mitigating them and minimizing their negative effects to the greatest possible degree." (Abu Fara: 661-2009).

It is necessary to prepare and prepare to confront and address crises through various requirements of sound scientific approaches, to form work teams to manage these crises, technical and administrative cadres, and material requirements, and to motivate administrative cadres to address these, as well as emphasizing maintenance and sustainability during the stages before, during and after the occurrence of the crisis.

The crisis passes with multiple solutions: - (Abu Fara, 2009: 60-61)

\_ Pre-crisis stage: early signs of leaders' unrest appear here. The more vigilant the management is, the more efficient it is in facing the crisis (Meyers, 1987:21). Here, planning is made to prepare the organization to face the crisis through a temporary plan to implement



the preparation requirements of requirements, cadres, maintenance, maintenance, inspection, control and preparation Databases, analysis and forecasting systems, strategic scenarios to address the crisis and its repercussions, and training to confront them. Without these preparations, the organization will not succeed in redressing the crises. ( Bundy & Pfarrer, 2015:12)

The stage of the crisis: acceleration at the beginning of the crisis. All previous measures become inappropriate to contain the crisis. There must be teams that handle the crisis, provide the necessary measures, discuss details and take appropriate decisions, and it is called crisis management. (Zidane, 2003:11)

- Post-crisis stage: the procedures and ways that have addressed the crisis are evaluated and lessons are learned to update and develop workers. At each stage, the decision-maker must be familiar with the skills and ways to confront crises and analyze their causes accurately so as not to harm the organization's administrative structure. (Gouda, 2009: 32).

### Third: Study methodology and procedures

**The Sample:** The study population is represented by the Technical College / Al-Musayyab, and the sample that can be reached was represented by the faculty in the college, and the questionnaire was distributed to the 170 teachers inside the college. Because of cases of apology or incomplete cases that are not suitable for analysis, (17) applications have been excluded. Thus, the number of valid forms for study and analysis is (153) only, or 90%.

It is also seen in Table (2) the characteristics of the research sample in terms of age, gender, scientific title and academic achievement. Frequencies and percentages have been extracted to describe the research sample. As it appears from the table, the most frequent age of the research sample was within the age group (45-36). It was also found that the majority of the research sample was male, while the percentage of females was the least. And the highest certificate available in Al-Musayyib College of Technology had a master's degree and the lowest diploma for a higher diploma, and the dominant category in the research sample in terms of scientific title is for those holding the title of assistant teacher.

Table (2)

The characteristics of the research sample		
Level	Frequency	The ratio
<b>Age</b>		
35-25	21	%14
45-36	62	%41
55-46	55	%36
65-55	11	%7
70-66	4	%2
Total	153	%100
<b>Gender</b>		
male	105	%69
Female	48	%31
Total	153	%100
<b>Qualification</b>		
PhD	24	%16
Master's	126	%82
Higher Diploma	3	%2
Total	153	%100
<b>The scientific title</b>		
Assistant Professor	8	%5
Assistant Professor	15	%10
Teacher	52	%34
assistant teacher	78	%51
Total	153	%100

### Fourth, the study criteria

#### 1. Information privacy

The researcher used a scale (Al-Mousawi and Fadlallah, 2013) to measure the information privacy variable according to the five-point Likert scale (strongly agree) - (strongly disagree). This scale.

#### 2. Crisis management

It was relied on the Pauls Scale (2013) to measure the crisis management variable, which includes three dimensions (the pre-crisis stage, the crisis stage, the post-crisis stage). This scale consists of (9) items, three items for each dimension of the variable dimension. The Cronbach's alpha coefficient for each dimension was (0.83, 0.79, 0.87), which indicates the presence of internal consistency in the answers of the research sample towards this scale.

- data analysis tools

The study used a number of appropriate statistical methods to describe and analyze the study data, which included the arithmetic mean, standard deviation, simple correlation coefficient and data analysis.

Statistical description



Table (3) presents the statistical description and correlation matrix for the study variables. As noted through the arithmetic mean, all the variables were close to the level of moderation, and the standard deviation indicates the consistency of the answers received towards these variables.

Table (3)

Correlation Matrix and Statistics Summary (N = 153)

Var.	X	Y	Y1	Y2	Y3
X	1				
Y	.631**	1			
Y1	.723*	.621**	1		
Y2	.769*	.507*	.691**	1	
Y3	.560**	.430	.780**	.592**	1
Means	2.19	3.20	2.98	2.77	2.59
SD.	0.98	1.01	1.01	1.11	0.94

\*  $p < 0.05$ ; \*\*  $p < 0.01$ .

## 5- Hypothesis testing

### 1. Correlation hypothesis

The first main hypothesis, which states (there is a positive correlation with a moral significance between the privacy of information and crisis management).

The matrix of correlation coefficients in Table (3) shows that there are statistically significant correlations at the (1%) or (5%) level among most of the study variables, and this provides support and acceptance for the first main hypothesis.

### 2. Impact Hypothesis

The second main hypothesis, which states (there is a significant influence relationship between information privacy and crisis management).

Table 4) results of the regression analysis indicate that there are significant influence relationships at the level (0.01-0.05) between the privacy of information and the dimensions of crisis management (pre-crisis stage, crisis occurrence stage, post-crisis stage), and this supports the validity of the sub-hypotheses. Thus, the second main hypothesis is accepted.

Table (4)

The results of the second main hypothesis test

	regression path	regression coefficients	Values t	Values R <sup>2</sup>	Values F
Y1	<--- X	.659	4.621**	0.67	**27.660
Y2	<--- X	.748	3.843*	0.79	*33.952
Y3	<--- X	.636	5.473*	0.81	*48.381

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

1. Crisis management works to deal immediately with events to stop their escalation and control them.
2. By analyzing the respondents' opinions, it was found that the research sample organization cares about the privacy of its information and sets laws and rules to limit the penetration of information, especially confidentiality.
3. The results of the analysis reflect the existence of a positive relationship between the privacy of information and the stages of crisis management, that is, the more confidential, reliable and mutual information is, the more organizations are able to overcome crises and address them.
4. The results of the research showed the existence of an influence relationship between the privacy of information and the stages of crisis management.
5. Omits happen quickly, so proactive methods must be adopted to confront these crises by reducing the size of the bundles and not evading responsibility while building a specialized information base to deal with all crises.
- 6- Emphasizing that officials legislate laws that protect the confidentiality of information privacy, while Internet users and citizens in general receive educational courses on protecting their information privacy through holding seminars, courses and conferences on this subject in terms of discussing its dimensions and effects.

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## RESULTS



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