The importance of online communication in the information upon safety and security at work

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Abstract: *This study aims at presenting the employees' opinions on the use of online environment as a medium for communicating the information related to labour safety and security. The study is based on a quantitative marketing research achieved by interviewing 95 participants, within a conference on labour safety and security. The idea of conducting this research was based on the increasing number of internet users in our country, as well as on the fact that the young generations are ever more dependent on the communication in the online environment, to the detriment of the communication by classical promotional media.*

Key-words: *safety and security at work, internet*

1. Introduction

The results of the report regarding the European Strategy on Labour Safety and Health 2007-2012, published in 2013, concluded that it supplied a frame for coordinating the actions of those involved (DG Employment, Social Affairs and Inclusion, 2013, p. 12). As a consequence of these efforts, a decrease in the number of accidents at the workplace during the period 2009-2012 can be noticed, reaching below 2,5 million at the level of the European Union in 2012 (Eurostat, 2012).

At microeconomic level, in order to be competitive on the market, the companies must benefit from their employees' full potential (skills, creativity and commitment), but, in order to succeed, they must ensure a high level of work safety (Nowosielski et al., 2012). Ensuring safe working conditions is not only a matter of compliance with the legislation, but it is a fundamental condition for the sustainable development of any company (Quelhas and Lima, 2006). At the same time, the labour safety and security management system must be permanently adapted to the requirements, as well as permanently updated (Nowosielski et al., 2012; Nasiri et al., 2016).

In the literature, an emphasis is laid also on the employees' active participation in solving the safety and security management-related problems, and on the cooperation with the company management. The employees are considered

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the most qualified in making safety and security management -related decisions; but, for this collaboration to be effective, a series of aspects related to the legal frame, to the support of the managing bodies, to the union support, to various training programmes, to the communication, should be taken into consideration (Soehod, 2008).

Due to the technical progress, the classical information and communication methods aimed at the training in the field of labour safety and security constantly lose their efficiency, with the rise of Internet new communications opportunities have appeared (Tălpău and Brătucu, 2014, p. 9). In this context, the persons in charge with safety and security management training continuously seek new communication channels, as well as new methods of information, training and motivation of both employers and employees, with a view to ensuring and observing the rules in this area.

This study, conducted within a POSDRU project on the labour safety and security, aims at quantifying the opinions of the participants in a conference organized within this project, on the topic of the information, as well as information-dissemination actions via the internet.

2. Methodology

The objectives of the study were to determine the extent to which the interviewed students currently use the computer, the extent to which the internet is used, to identify the location where the internet is accessed from, to identify the safety and security management -related information sources, to identify the type of safety and security management -related information that the subjects would like to obtain, as well as the usefulness of the communication by social networks. The research method used was the face to face interview the preliminary data were obtained on the basis of a questionnaire (Constantin and Tecău, 2013).

The questionnaire consisting of 17 questions, asked to 95 interview subjects. Out of them, 43,2% were aged between 46-55 years old, 20% were aged between 56-64 years old, 18,9% were aged between years 36-45 years old, 13,7% were aged between 26-35 years old, and only 1,1% were aged between 18-24 years old. In order to collect the data needed to conduct the research, the survey-based inquiry was used. Within the research process, each of the 17 questions in the questionnaire was analysed, but in the framework of this study, only the results of the most relevant questions will be presented. The questionnaire data were processed with the SPSS statistical data-analysis software package.

3. Results

In order to achieve the proposed objectives, one of the first questions was related to determining the extent to which the subjects use the computer, the obtained results showing that 87,4% of the respondents currently use the computer, and 12,6% out of them do not currently use the computer.

      With reference to identifying the place where the subjects regularly use the computer, 55,7% of the respondents said they used the computer "at home", 34,4% out of them use the computer "at their workplace", and 9,9% use the computer "somewhere else".
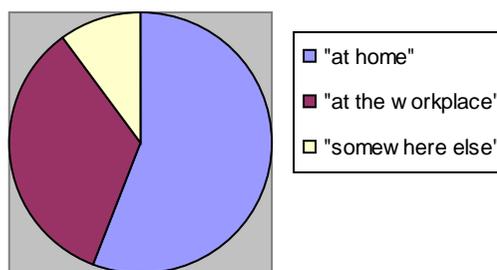

Fig.1. *The place where the subjects*

With respect to determining the extent to which the subjects use the internet, 86,3% of the respondents use the internet, and 5,3% out of them do not use the internet. The remaining 8,4% of the respondents did not answer this question, insomuch as they do not use the computer.

      82,1% of the respondents use the internet in order to document themselves on SSM, and 11,6% do not document themselves on SSM, the remaining 6,3% of the subjects did not answer this question, insomuch as they do not use the computer.
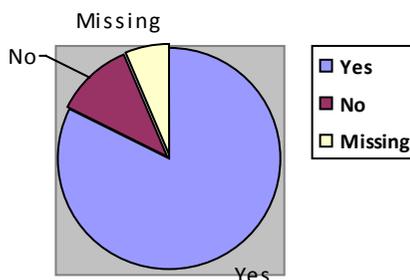

Fig. 2. *Use of Internet to document on SSM*

50,5% of the respondents consider it is important to inform themselves in the field of SSM from an online source; 36,8% of the respondents believe it is very important to inform themselves in the field of SSM from an online source; 7,4% out of them consider it is neither important, nor unimportant to inform themselves in the field of SSM, and 1,1 think it is unimportant to inform themselves in the field of SSM.
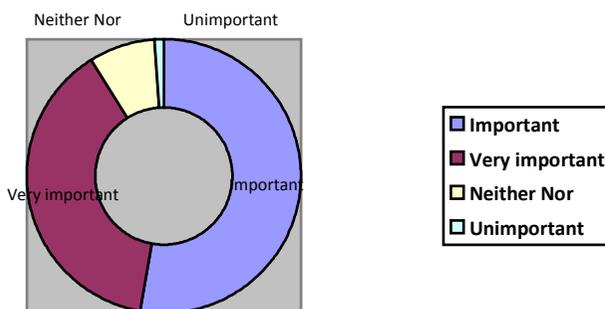

Fig. 3. *The importance to inform from an online source*

As regards identifying the type of information which the subjects would like to find on the internet, some subjects indicated several answer options, a number of 235 answers being recorded. Thus, 31,1% answers were recorded for legislative information. This answer variant was indicated by 83% of all subjects. 19,6% (52,3% of all subjects) who answered want to find statistics in the field of SSM, 17,4% (46,6% of all subjects) want to be presented cases of labour accidents, 15,3% want news, 12,3% want event announcements, and only 4,3% want other type of information.
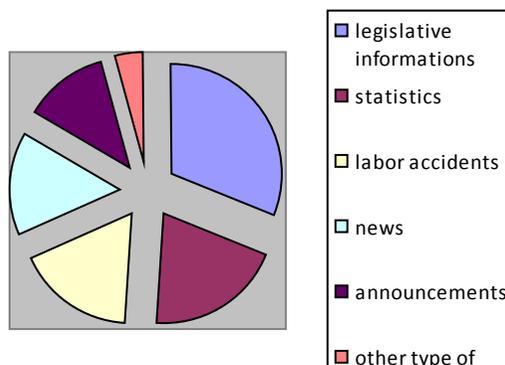

Fig. 4. *Type of informations*

70,5% of the respondents want to receive SSM-related information via the internet, and 18,9% out of them do not want to receive SSM-related information via the internet. 10,5% of the respondents did not answer this question. 57,3% of the respondents want to be informed via the internet, 34,8% out of them want to be informed via specialized sites, and 7,9% of the respondents want to be informed by other means.
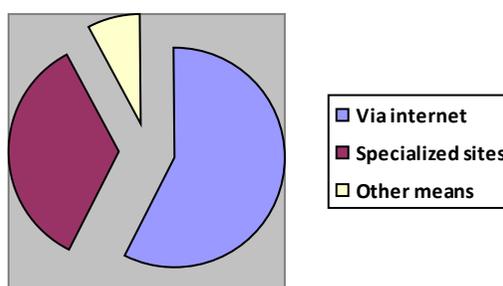

Fig. 5. *Source of informations*

67,4% of the respondents have an email address, and 23,2% out of them do not have an email address.

As regards determining the extent to which the subjects have an account within a social network, 53,7% of the respondents do not have an account within a social network, and31,6% out of them have an account within a social network. 17,4% have an account on Facebook, and 1,1% have an account on Twitter and other networks.

With reference to identifying the subjects' desire regarding the participation in a discussion group within a social network, 47,4% of the respondents would like to participate in a discussion group within a social network, and 44,2% do not want to participate in a discussion group within a social network.

4. Conclusions

According to INS, in 2016, nearly 70% of the persons aged between 16 and 70 years old in Romania, that is 10,6 million persons used the internet, which signifies a 1,2% increase over the previous year. The overwhelming majority of young people aged between 16-34, respectively 91,9% use the internet, the percentage decreasing with age, 38,4% for the age group 55-74 years old (INS, 2016).

The obtained results show that, even if they do not currently have an email address or an account on a social network, or they do not use the internet to a great

extent, over 70% of the respondents want to receive SSM-related information, either via the internet, in general, or via specialized sites. This proves once again that, also in this area, the future builds on the communication in the online environment.

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