



جامعة الموصل
كلية الإدارة و الاقتصاد

دور البيانات الضخمة في قياس مستوى جودة البرامج المجتمعية المتكاملة في المنظمات الإنسانية

بحث دبلوم عالٍ

في الإدارة الصناعية – إدارة صناعية

سلمى فاروق اسماعيل

إشراف

الأستاذ المساعد الدكتور

أحمد طلال الأفندي

المستخلص

تعمل المنظمات الإنسانية بشكل عام على تقديم خدمات متنوعة ذات جودة للأفراد الذين يحتاجونها، الأمر الذي جعلها تسعى بشكل مستمر على تحسين جودة الخدمة المقدمة لهم ، و لتحقيق ذلك لا بد لها من التركيز على الموارد التي تمتلكها و التي من أبرزها مورد البيانات؛ لأنه الأداة التي تعكس حجم الإنجازات والجودة المقدمة من قبل هذه المنظمة ، يسعى البحث إلى اختبار دور البيانات الضخمة في قياس جودة البرامج المجتمعية المتكاملة في المنظمات الإنسانية و على هذا الأساس يسعى البحث إلى التعرف على طبيعة علاقات الارتباط و التأثير بين (البيانات الضخمة) بوصفها متغيراً مستقلاً ، و (جودة البرامج المجتمعية) بوصفها متغيراً معتمداً، و لتحقيق ذلك بُني مخطط فرضي يعكس حركية العلاقات بين هذه المتغيرات، و انبثقت عنه مجموعة من الفرضيات التي سعى البحث إلى اختبارها.

من أجل الحصول على البيانات التي تسهم في تحقيق أهداف البحث، تم استخدام استمارة الاستبانة كأداة أساسية للجمع الميداني، و تمثل ميدان البحث ب (المنظمات الإنسانية) ، أما عينة البحث فتمثلت ب عينة من (44) فرداً من العاملين في مجال المنظمات الإنسانية في محافظة نينوى.

تم تحليل إجابات الأفراد المبحوثين باستخدام البرمجية الاحصائية SPSS 25 ، و في ضوء نتائج اختبار فرضيات البحث تم التوصل إلى مجموعة استنتاجات أهمها (أولوية نوعية البيانات على كميته) فقد أظهرت نتائج التحليل من حيث الانحدار المتعدد أن الأبعاد المتعلقة بكيفية و البيانات (القيمة والدقة) و نوعيتها هي العوامل الأكثر تأثيراً إحصائياً في جودة البرامج و هذا يشير إلى أن المنظمات الإنسانية لا تحتاج إلى كميات كبيرة من البيانات فقط، بل إلى البيانات التي توفر رؤى قابلة للتطبيق وذات موثوقية عالية، و قدم البحث مجموعة من المقترحات أهمها: إعطاء الأولوية لجودة البيانات و قيمتها و التحقق من صحتها بما يضمن دقة المخرجات وموثوقيتها عبر اعتماد معايير واضحة لعمليات الجمع و التحليل، مما ينعكس إيجاباً على دقة اتخاذ القرارات و على جودة برامج التدخل الإنساني.

الكلمات المفتاحية: البيانات الضخمة ، البرامج المجتمعية المتكاملة، مجلس اللاجئين النرويجي

Abstract

Humanitarian organizations generally strive to provide diverse, high-quality services to individuals in need. This drives them to continuously improve the quality of these services. To achieve this, they must focus on their resources, most notably data, as it reflects the extent of their achievements and the quality of their services. This research aims to examine the role of big data in measuring the quality of integrated community programs within humanitarian organizations. Based on this, the research seeks to identify the nature of the correlation and influence between big data (as an independent variable) and the quality of community programs (as a dependent variable). To achieve this, a hypothetical model was developed to reflect the dynamics of the relationships between these variables, from which a set of hypotheses emerged, which the research sought to test.

To obtain data that contributes to achieving the research objectives, a questionnaire was used as the primary tool for field data collection. The research field consisted of humanitarian organizations, and the sample comprised 44 individuals working in the field of humanitarian organizations in Nineveh Governorate.

The responses of the surveyed individuals were analysed using the SPSS 25 statistical software. Based on the results of testing the research hypotheses, a number of conclusions were reached, the most important of which is the priority of data quality over quantity. The results of the multiple regression analysis showed that the dimensions related to the quality of the data (value and accuracy) are the most statistically influential factors in program quality. This indicates that humanitarian organizations do not only need large quantities of data, but also data that provides actionable and highly reliable insights. The research presented a number of recommendations, the most important of which is prioritizing data quality and value and verifying its validity to ensure the accuracy and reliability of outputs by adopting clear standards for collection and analysis processes. This will positively impact the accuracy of decision-making and the quality of humanitarian intervention programs.

Keywords: Big Data, Integrated Community Programs, Norwegian Refugee Council

HIGHLIGHTS	GRAPHICAL ABSTRACT
– Understanding the level of impact of big data on the quality of integrated community programs in the organization – Understanding the nature of the correlation between big data and the quality of integrated community programs in the organization.	
Keywords:	ABSTRACT
Big Data, Integrated Community Programs, Norwegian Refugee Council	Humanitarian organizations generally strive to provide diverse, high-quality services to individuals in need. This drives them to continuously improve the quality of these services. To achieve this, they must focus on their resources, most notably data, as it reflects the extent of their achievements and the quality of their services. This research aims to examine the role of big data in measuring the quality of integrated community programs within humanitarian organizations. Based on this, the research seeks to identify the nature of the correlation and influence between big data (as an independent variable) and the quality of community programs (as a dependent variable). To achieve this, a hypothetical model was developed to reflect the dynamics of the relationships between these variables, from which a set of hypotheses emerged, which the research sought to test. To obtain data that contributes to achieving the research objectives, a questionnaire was used as the primary tool for field data collection. The research field consisted of humanitarian organizations, and the sample comprised 44 individuals working in the field of humanitarian organizations in Nineveh Governorate. The responses of the surveyed individuals were analysed using the SPSS 25 statistical software. Based on the results of testing the research hypotheses, a number of conclusions were reached, the most important of which is the priority of data quality over quantity. The results of the multiple regression analysis showed that the dimensions related to the quality of the data (value and accuracy) are the most statistically influential factors in program quality. This indicates that humanitarian organizations do not only need large quantities of data, but also data that provides actionable and highly reliable insights. The research presented a number of recommendations, the most important of which is prioritizing data quality and value and verifying its validity to ensure the accuracy

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Author: Amani Ammar Talib Ibrahim Advisor: Al-Hadidy A.I Publisher: University of Mosul.

	and reliability of outputs by adopting clear standards for collection and analysis processes. This will positively impact the accuracy of decision-making and the quality of humanitarian intervention programs. E-Mail: https://Uomosul.edu.iq/libcentral E-Mail: salmafarouq90@gmail.com
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University of Mosul

College of Administration & Economics



The Role of Big Data in Measuring the Quality Level of Integrated Community Programs in Humanitarian Organization

Higher diploma research

In Industrial management

Salma Farouq Ismail

Supervised by

Assistant Professor Dr

Ahmed Talal Al-Afandi